

BTEC Curriculum Map Year 9

	Year 9	Year 9	Year 9
Unit Length	1 term	1 terms	1 term
Links to the National curriculum/Assessment Objectives	Pearson BTEC Level 1/Level 2 Tech Award in Enterprise		
Description of the topic and key learning outcomes (key knowledge and understanding)	<p>Learning aim A: Examine the characteristics of enterprises</p> <p>Learners will find out about real local SMEs and will demonstrate their understanding of how their characteristics contribute to their success. These should be individually selected and can be linked to the learner's own knowledge of a particular SME.</p> <p>Level 2 learners will be able to identify and describe all relevant characteristics and the purpose of the SME and their owners.</p> <p>Level 1 learners will identify and outline some characteristics of the SMEs and their owners.</p> <p>Evidence may be in the form of a written piece of work such as a report, or a presentation with speaker notes and signed witness statement. Some evidence of learners' research will need to be submitted to show that the SME is genuine, for example internet searches.</p> <p>Outcome Students will complete this component of the coursework and have gathered a good solid understanding of the characteristic of enterprise.</p>	<p>Learning aim B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour</p> <p>Learners will investigate how two SMEs carry out market research to find out about customer needs and how the SMEs are affected by competitor behaviour. Learners should ensure that the SMEs they select enable them to have access to the relevant information.</p> <p>Level 2 learners will explain and assess how effective the market research methods used by the SMEs are in terms of meeting customer needs and understanding competitor behaviour.</p> <p>Level 1 learners will state and outline how two SMEs use market research methods to meet Customer needs and understand competitor behaviour.</p> <p>This activity will help them to prepare for Component 2, where they will have to plan their own micro-enterprise activity.</p> <p>Outcome Students will complete this component of the coursework and have gathered a good solid understanding of competitor behaviour. Students will have completed this section of the coursework</p>	<p>Learning aim C: Investigate the factors that contribute to the success of an enterprise</p> <p>For level 2 pass: learners will explain how both internal and external factors impact on two SMEs.</p> <p>There will be a clear explanation with a range of factors considered and examples included. For example, how an increase in taxation might have an impact on SMEs.</p> <p>For example, how a change to the levels of employment in the area might influence staffing policies and the success of the SME.</p> <p>This activity will help them to prepare for Component 2, where they will have to plan their own micro-enterprise activity.</p> <p>Outcome Students will complete this component of the coursework and have gathered a good solid understanding of competitor behaviour. Students will have completed this section of the coursework</p>
Related Concepts (that are revisited)	Concept of how and why businesses are successful	Concept of how good quality research is linked to creating a successful business	Concept of how and why businesses are successful

Skills being taught	Research skills are being taught along with report writing skills	Research skills and data analysis are being taught along with report writing skills	Research skills are being taught along with report writing skills
Milestone assessments	AC1 will be based on the quality of the written part of the coursework for learning aim A	AC2 will be based on the quality of the written part of the coursework for learning aim B	AC3 will be based on the quality of the written part of the coursework on learning aim C
Wider reading	Business focused case studies around successful entrepreneurs and exam style questions are based around the Case studies	Business focused case studies around market research and customer needs and exam style questions are based around the Case studies	Business focused case studies around successful companies and what has led to their success
Literacy programme	Spellings, key vocabulary, writing frames, sentence starters.	Spellings, key vocabulary, writing frames, sentence starters.	Spellings, key vocabulary, writing frames, sentence starters.
Homework	Knowledge organisers.	Knowledge organisers.	Knowledge organisers.