



# Dallam School

## Curriculum Overview

**Department: BTEC Enterprise**  
**Year Group: 10**

AUTUMN		SPRING		SUMMER	
Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
<b>Theme/ topic:</b> Introduction to Enterprise & Entrepreneurs, SMEs	<b>Theme/ topic:</b> Introduction to Coursework 1 – Exploring Enterprises – success or failure	<b>Theme/ topic:</b> Coursework 1 – Exploring Enterprises – success or failure	<b>Theme/ topic:</b> Coursework 1 – Exploring Enterprises – success or failure	<b>Theme/ topic:</b> Promotion for Enterprise	<b>Theme/ topic:</b> Finance for Enterprise (includes Year 10 exams)
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
What an enterprise is including the definition of an SME and Micro Enterprise What an entrepreneur is	Customers Customer needs Competitors Company Aims Company Objectives	Market Research Primary Research Secondary Research Quantitative research Qualitative research	External Influences PEST SWOT Inflation Legislation Trends Demographics Internal/external constraints	Marketing Mix (4Ps) Product Life Cycle Promotional Mix Advertising (ambient, print, digital, audio, moving image) Personal selling Direct Marketing Public Relations Promotions (BOGOF etc) Segmentation (geographic, psychographic, behavioural, demographic)	Sources of Finance (internal, external, Working Capital, loans, share capital, retained profit, sales of assets, owner's funds, venture capital) Statement of Comprehensive Income Statement of Financial Position Current Ratio, Acid Test, ROCE
They will understand (key concepts):					
What motivates entrepreneurs	Entrepreneurial Aims and objectives for companies	How a company uses market research to understand more about	How to use tools PEST and SWOT to analyse a company situation	How companies select the marketing mix and align it with their market and	Purchase orders, packing lists, good received notes, invoices, receipts, credit notes, Statements of Account

<p>What characteristics entrepreneurs need to be successful</p>		<p>A) customer needs B) competitors</p>	<p>Business Report structures Use of academic language in business reports</p>	<p>audience for Mass Market/Niche Market and B2C/B2B customers</p>	
<p>They will know how to (key skills including speaking, reading and writing in this subject):</p>					
<p>An introduction to structured report writing Ability to choose appropriate information to back up arguments How to reference sources To compare companies and draw conclusions about similarities and differences</p>	<p>The difference between short term and longer term Aims and objectives What makes objectives SMART Writing emails to companies for information</p>	<p>Pros &amp; Cons of different methods of gathering research Pros &amp; Cons of different types of research To analyse alternatives &amp; draw conclusions in written reports To compare companies and draw conclusions about similarities and differences</p>	<p>How to evaluate the key external factors and discuss their impact on an enterprise To analyse alternatives &amp; draw conclusions in written reports To compare companies and draw conclusions about similarities and differences Working to deadlines Self-correcting Using feedback effectively</p>	<p>Segmentation of markets to allow targeting of customers and effective use of resources How companies use the marketing mix and therein the promotional mix and advertising mix to achieve their aims and objectives</p>	<p>Flow of documents to and from businesses Invoice writing Analysing Ratios Constructing basic accounts</p>



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**Department: BTEC Enterprise**  
**Year Group: 11**

AUTUMN		SPRING		SUMMER	
Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
<b>Theme/ topic:</b> <b>Coursework 2</b> <b>Planning for a Micro Enterprise</b>	<b>Theme/ topic:</b> <b>Coursework 2</b> <b>Planning for a Micro Enterprise</b>  <b>Formal examined presentation</b>	<b>Theme/ topic:</b> <b>Component 3 - Finance for Enterprise</b>  <b>Mock Exam</b>	<b>Theme/ topic:</b> <b>Component 3 - Finance for Enterprise</b>  <b>Exam skills</b>	<b>Theme/ topic:</b> <b>Exam Revision &amp; External Exam (first week of May)</b>	<b>Theme/ topic:</b> <b>Students Left</b>
By the end of this half term pupils will know (key knowledge, including tier 3 vocabulary):					
Structure of a business Plan  Creativity in new business ideas	Coursework – Creation of a business Plan  Review writing  Using written feedback  Presentation of a Business idea  Self-reflection	Key business documents – purchase order, delivery note, goods received note, invoice, credit note, statement of account  Key financial documents – Statement of Comprehensive income and Statement of Financial Position  Current ratio, acid test, ROCE, Gross Profit, Net Profit, Gross Margin, Net Margin	Exam based work – Breakeven, Cashflow analysis, Ratio Analysis  Breakeven  Cashflow  Fixed Costs  Variable Costs  Start Up Costs	Key financial documents – Statement of Comprehensive income and Statement of Financial Position  Current ratio, liquid capital ratio (acid test), ROCE, Gross Profit, Net Profit, Gross Margin, Net Margin  Breakeven, Cashflow, Fixed Costs, Variable Costs, Start Up Costs	<b>Students Left</b>
They will understand (key concepts):					
How to write a questionnaire	Competitor analysis, Pricing, Costs, Sources of finance, Breakeven in	Promotional approaches from Year 10 recapped	Interpreting a business situation to allow targeted actions and	Answering generic questions about 'an enterprise' versus	<b>Students Left</b>

How to present Market research graphically	a business plan, Time lines, contingency plans	Finance from Year 10 recapped	responses to improve business performance	answering contextualised questions about a specific business	
How to structure a business plan	How financial information can assist in business decision making	Flow of financial documents	Sources of finance best suited to situations – internal/external, short term/long term (extension links to ownership – share capital)	How financial information can assist in business decision making	
How to create company aims & objectives	Clarity of message in presentation Picking out key ideas Thinking about the receiving audience	Calculation of sales revenue, variable costs, fixed costs & total costs, breakeven, margin of safety			

They will know how to (key skills including speaking, reading and writing in this subject):

Assessing potential business ideas	Skills in creating business plans suitable for micro enterprises	Exam skills, particularly numeric for the mock exam	Analysis of cashflow forecasts.	Exam skills, particularly numeric for the May exam	<b>Students Left</b>
Using market research to assist in decision making	Creating a powerpoint presentation	Writing 6 mark structured answers in context in an exam	Understanding how to improve: cashflow, sales revenue, profitability	Writing 6 mark structured answers in context in an exam	
Use of Microsoft Forms in collecting & displaying data	Presentation skills Presentation delivery Reflection on own work How to get a piece of coursework finalised (getting it over the line)	Review and reflection on own progress	Understanding trade offs (opportunity cost) of decisions eg use of cheaper materials impacts on quality		