



## Year 10 - BTEC Tech Award in Enterprise - Overview Spring term 2

Subject: BTEC TECH Award Enterprise				
Year group: 10		Component 2		Date (from and to): Spring term 2
Weeks	Big question / concept:	Learning intentions:	Resources	
			Offline:	Online including links on how to access these:
Week 1	Section 1 – Business Idea Section 1 – Skills Audit Section 1 - Business Idea Development  <b>Feedback &amp; improvements</b>	Task: Complete 2 paragraphs to summarise your primary market research. You should use the instructions to help you as well as the two model paragraphs.	Complete 2 paragraphs to summarise your primary market research. You should use the instructions to help you as well as the two model paragraphs.  Complete the skills audit using. The instructions are on the sheet  Based on my primary research, develop three different business ideas	Watch the instructional video for section 1 and complete the task on market research.  PowerPoint – L3 Business idea development PowerPoint: L1 Skills Audit – Section 1 Skills audit
Week 2	Section 2 – Business Plan  Section 2 – Business Aims  Section 3 – The market – Customer profile  <b>Feedback &amp; improvements</b>	Complete Concept, vision rationale for your chosen enterprise idea  Choose three business aims and adapt to suit your enterprise. Justify why you have chosen these aims for your enterprise  Complete the customer profile section in section 3	Section 2 & 3 - Complete Concept, vision rationale for your chosen enterprise idea Booklet - Section 2 - Choose three business aims and adapt to suit your enterprise. Justify why you have chosen these aims for your enterprise	Watch the instructional video on Business plan  Task: Complete Concept, vision rationale for your chosen enterprise idea  PowerPoint – L4 Business Plan

Week 3	<p>Section 4 – Promotional Campaign</p> <p>Section 5 – Competitors</p> <p>Section 6 – operations and logistics</p> <p>Section 7 – Costing</p> <p>Section 8 &amp; 9 - Cash flow and risk assessment</p> <p>Appendices</p> <p>Feedback and improvements</p>	<p>Complete full promotional campaign. Logo, leaflet, website etc</p> <p>Complete Competitor tables</p> <p>Complete costing tables</p> <p>Complete cash flow</p> <p>Complete risk assessment</p> <p>Complete appendices</p>	<p>Booklet Section 4 – 7 – The market – Customer profile section. Answer the questions in full sentences for your market</p> <p>Booklet Section 5 – Competitor tables</p>	<p>Watch the instructional video on your market</p> <p>PowerPoint: L2 Market</p> <p>Task: Customer profile section. Answer the questions in full sentences for your market</p> <p>Instructional video section 5 – 9 competitors. Model examples</p>
Week 4	Assignment B – Business pitch and practice	Complete Business pitch PowerPoint	Complete Assignment B in the booklet. Follow instructions of tasks	Watch instructional video on Assignment B and live lesson feedback
Week 5	Assignment B – Business pitch and practice	<p>Complete rehearsal tracker</p> <p>Complete pitch script</p>	Complete Assignment B in the booklet. Follow instructions of tasks	Watch instructional video on Assignment B and live lesson feedback