



Year 9 - BTEC Tech Award in Enterprise - Overview Spring term 2

Subject: BTEC TECH Award Enterprise				
Year group: 11		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 Feedback	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 Feedback	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	Section 4 – Promotional Campaign Section 5 – Competitors Section 6 – operations and logistics Section 7 – Costing	Complete full promotional campaign. Logo, leaflet, website etc Complete Competitor tables Complete costing tables Complete cash flow	Booklet Section 4 – 7 – The market – Customer profile section. Answer the questions in full sentences for your market Booklet Section 5 – Competitor tables	Watch the instructional video on your market PowerPoint: L2 Market Task: Customer profile section. Answer the questions in full sentences for your market

	Section 8 & 9 - Cash flow and risk assessment Appendices Feedback	Complete risk assessment Complete appendices		Instructional video section 5 – 9 competitors. Model examples
Week 4	Assignment B – Business pitch and practice Feedback	Complete Business pitch PowerPoint Complete rehearsal tracker Complete pitch script	Complete Assignment B in the booklet. Follow instructions of tasks	Watch instructional video on Assignment B and live lesson feedback
Week 5	Assignment C – Evaluation Feedback	Complete Peer feedback and evaluation	Complete Assignment C in the booklet. Follow instructions of tasks	Watch instructional video on Assignment C and live lesson feedback