



## Year 11 - BTEC Tech Award in Enterprise - Overview Summer term 1

Subject: BTEC TECH Award Enterprise				
Year group: 11		Component 2		Date (from and to): Summer term 1
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 3-4	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 4-5	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 6	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
Week 7	Finance Recap	Exam Practice	Revision booklet Enterprise	Finance PowerPoints