

Year 11 (2021) Curriculum Overview Plan: BTEC Enterprise

Autumn 1 A	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Explore ideas and plan for a micro-enterprise activity Key Concepts, Knowledge & Skills to be Embedded: Generating ideas for a micro-enterprise activity. Plan for a micro-enterprise activity enterprise activity Plan, pitch and present a micro-	Key Theme: Explore ideas and plan for a micro-enterprise activity Key Concepts, Knowledge & Skills to be Embedded: Generating ideas for a micro-enterprise activity. Plan for a micro-enterprise activity Plan, pitch and present a micro-enterprise activity enterprise activity	Key Theme: Pitch a micro- enterprise activity Key Concepts, Knowledge & Skills to be Embedded: Plan, pitch and present a micro- enterprise activity	Key Theme: Review own pitch for a micro-enterprise activity. Key Concepts, Knowledge & Skills to be Embedded: Using feedback and reviews to identify possible changes to the pitch, evaluate and analyse for success.	Key Theme: Preparation for Component 3 Re Sits Key Concepts, Knowledge & Skills to be Embedded: Demonstrate knowledge and understanding of elements of promotion and financial records. Interpret and use promotional and financial information in relation to a given enterprise	Key Theme: Preparation for Component 3 Re Sits Key Concepts, Knowledge & Skills to be Embedded: Demonstrate knowledge and understanding of elements of promotion and financial records. Interpret and use promotional and financial information in relation to a given enterprise



Links to Prior	Links to Prior	Links to Prior	Links to Prior	Links to Prior	Links to Prior
Learning:	Learning:	Learning:	Learning:	Learning:	Learning:
Learners will use	Learners will use	Learners will use	Learners will use all	Learners will revise	Learners will revise
their understanding	their understanding	previously evaluated	of their knowledge	past financial and	past financial and
of the successful	of the successful	entrepreneurial skills	from Component one	promotional theory,	promotional theory,
locals SME's to	locals SME's to	to deliver a Dragons	and two to show	taught during Year 10	taught during Year 10
develop a feasible	develop a feasible	Den style pitch.	areas of Strengths,		
business idea with	business idea with		Weaknesses,		
future success.	future success.		opportunities and		
			Threats.		
Key Assessment	Key Assessment	Key Assessment	Key Assessment	Key Assessment	Key Assessment
Pieces:	Pieces:	Pieces:	Pieces:	Pieces:	Pieces:
Learners will	Learners will	Learners will carry	Learners will	Re Sit Exam paper	Re Sit Exam paper
individually produce	individually produce	out an individual	individually reflect		
a realistic plan for a	a realistic plan for a	pitch of their final	and evaluate		
micro-enterprise	micro-enterprise	plan to an audience.	whether their plan		
activity, having	activity, having	The audience will	and pitch were		
explored a range of	explored a range of	include teachers and	successful and		
ideas and considered	ideas and considered	peers	suggest		
their skills.	their skills.		improvements.		



Tier 3 Vocabulary	Tier 3 Vocabulary	Tier 3 Vocabulary	Tier 3 Vocabulary	Tier 3 Vocabulary	Tier 3 Vocabulary
Vault:	Vault:	Vault:	Vault:	Vault:	Vault:
Financial forecasts	Financial forecasts	Training and	Synopsis	Gross profit	Turnover
Methods of	Methods of	Development	Communication	Expense	Cost of sales
Communication	Communication	Risk and Reward	Audience interest	Recites	Cash flow
Promotion	Promotion	Competitor actions		Inflow	Expenditure
Potential customers	Potential customers			Outflows	Medium
				Strategy	Message
Reading Exposure:	Reading Exposure:	Reading Exposure:	Reading Exposure:	Reading Exposure:	Reading Exposure:
Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites	Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites	Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites	Revise BTEC Tech Award Enterprise Revision Guide Local and national news papers Company websites	Revise BTEC Tech Award Enterprise Revision Guide	Revise BTEC Tech Award Enterprise Revision Guide
Strategies to enable new concepts, knowledge & skills to embed in long-term memory:	Strategies to enable new concepts, knowledge & skills to embed in long-term memory:	Strategies to enable new concepts, knowledge & skills to embed in long-term memory:	Strategies to enable new concepts, knowledge & skills to embed in long-term memory:	Strategies to enable new concepts, knowledge & skills to embed in long-term memory:	Strategies to enable new concepts, knowledge & skills to embed in long-term memory:
Repetition, Retrieval	Repetition, Retrieval	Repetition, Retrieval	Repetition, Retrieval	Repetition, Retrieval	Repetition, Retrieval
exercises (DIN's),	exercises (DIN's),	exercises (DIN's),	exercises (DIN's),	exercises (DIN's),	exercises (DIN's),
chunking, attaching	chunking, attaching	chunking, attaching	chunking, attaching	chunking, attaching	chunking, attaching
topics to real-life	topics to real-life	topics to real-life	topics to real-life	topics to real-life	topics to real-life
events, low-stakes	events, low-stakes	events, low-stakes	events, low-stakes	events, low-stakes	events, low-stakes



quizzing, true false,	quizzing, true false,	quizzing, true false,	quizzing, true false,	quizzing, true false,	quizzing, true false,
odd one out, false	odd one out, false	odd one out, false	odd one out, false	odd one out, false	odd one out, false
facts, Kahoot,	facts, Kahoot,	facts, Kahoot,	facts, Kahoot,	facts, Kahoot,	facts, Kahoot,
retrieval, interleaving , mind maps	retrieval, interleaving				
	, mind maps				