

## Year 11 Curriculum Overview Plan: BTEC Enterprise

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p><b>Key Theme:</b> Learners will Explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Elements of the promotional mix and their purposes. Targeting and segmenting the market. Factors influencing the choice of</p>	<p><b>Key Theme:</b> Learners will Interpret and check the information on financial documents and statements</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Understanding the importance of accuracy in Financial documents, the impact of Payment methods on enterprises. Sources of revenue and costs for SME's.</p>	<p><b>Key Theme:</b> Learners will Interpret and check the information on financial documents and statements</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. interpret statements of comprehensive income and of</p>	<p><b>Key Theme:</b> Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise. Suggest ways to improve an SME's cash flow</p>	<p><b>Key Theme:</b> Preparation for Component 3 Exam</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Demonstrate knowledge and understanding of elements of promotion and financial records. Interpret and use promotional and financial information</p>	<p><b>Key Theme:</b> Preparation for Component 3 Exam</p> <p><b>Key Concepts, Knowledge &amp; Skills to be Embedded:</b> Demonstrate knowledge and understanding of elements of promotion and financial records. Interpret and use promotional and financial information</p>

<p>promotional methods.</p> <p><b>Links to Prior Learning:</b> Development of prior understanding of the marketing mix and promotional factors.</p> <p><b>Key Assessment Pieces:</b> External Assessment Questions</p> <p><b>Tier 3 Vocabulary Vault:</b> Segmentation Medium Message Demographic Psychographic Strategy</p>	<p>Terminology used in financial statements.</p> <p><b>Links to Prior Learning:</b> Development of financial documents originally created in the business plan (component 2).</p> <p><b>Key Assessment Pieces:</b> External Assessment Questions</p> <p><b>Tier 3 Vocabulary Vault:</b> Turnover Cost of sales Gross profit Expense Net profit Retained profit.</p>	<p>financial position to calculate ratios.</p> <p><b>Links to Prior Learning:</b> Development of how inaccurate financial documents can impact the profitability of a business.</p> <p><b>Key Assessment Pieces:</b> External Assessment Questions</p> <p><b>Tier 3 Vocabulary Vault:</b> Fixed assets Current assets Current liabilities long-term liabilities. Debtors Creditors.</p>	<p>position. construct and interpret a break-even chart, and recognise its limitations.</p> <p><b>Links to Prior Learning:</b> Development of the difference between profit and cash.</p> <p><b>Key Assessment Pieces:</b> External Assessment Questions</p> <p><b>Tier 3 Vocabulary Vault:</b> Cash flow Expenditure Payments Recites Inflow Outflows</p>	<p>in relation to a given enterprise</p> <p><b>Links to Prior Learning:</b> Learners will revise past financial and promotional theory, taught during Year 10</p> <p><b>Key Assessment Pieces:</b> Re Sit Exam paper</p> <p><b>Tier 3 Vocabulary Vault:</b> Gross profit Expense Recites Inflow Outflows Strategy</p>	<p>in relation to a given enterprise</p> <p><b>Links to Prior Learning:</b> Learners will revise past financial and promotional theory, taught during Year 10</p> <p><b>Key Assessment Pieces:</b> Re Sit Exam paper</p> <p><b>Tier 3 Vocabulary Vault:</b> Turnover Cost of sales Cash flow Expenditure Medium Message</p>
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<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>	<p><b>Reading Exposure:</b> Revise BTEC Tech Award Enterprise Revision Guide</p> <p><b>Strategies to enable new concepts, knowledge &amp; skills to embed in long-term memory:</b> Repetition, Retrieval exercises (DIN's), chunking, attaching topics to real-life events, low-stakes quizzing, true false, odd one out, false facts, Kahoot, retrieval, interleaving , mind maps</p>
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