

Year 11 Unit Plan L1/2 BTEC Tech Award Enterprise 2021-22



Unit: Component 3 Promotion and Finance for Enterprise					
Term delivered: Autumn 1 and 2			Length of unit: Autumn 1 and 2		
Knowledge content: Promotion and Finance					
Skills: <ul style="list-style-type: none"> • Calculation of formula • Application of knowledge • Analytical and evaluation skills 					
Assessment Objectives: AO1 Demonstrate knowledge and understanding of elements of promotion and financial records AO2 Interpret and use promotional and financial information in relation to a given enterprise AO3 Make connections between different factors influencing a given enterprise AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance					
Lesson	Learning Objectives Key Terminology	Previous Knowledge Retrieval	Teaching Strategies and Resources (suggested)	Knowledge/ Outcomes	Independent Learning
1	A1 Elements of the promotional mix and their purposes To understand the purpose of promotion and the promotional mix	A1 Elements of the promotional mix and their purposes	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	Purpose and promotional mix	Retrieval practice https://www.bbc.co.uk/bitesize/guides/zjqvf4j/revision/1
2	A1 Elements of the promotional mix and their purposes To understand the two basic aspects of advertising – Medium and message		Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	The two basic aspects of advertising are: - The message: what the communication needs to say - The medium: how to get the message across.	

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3	<p>A1 Elements of the promotional mix and their purposes</p> <p>To understand the different methods of advertising and their benefits</p>	<p>A3 Factors influencing the choice of promotional methods</p>	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Advertising methods: moving image, print, ambient, digital, audio</p>	<p>https://www.bbc.co.uk/bitesize/guides/zjqvf4j/revision/1</p> <p>https://www.bbc.co.uk/bitesize/guides/zjqvf4j/revision/1</p> <p>https://www.bbc.co.uk/bitesize/guides/zjqvf4j/revision/1</p> <p>https://www.bbc.co.uk/bitesize/guides/znvfscw/revision/1</p>
4	<p>A1 Elements of the promotional mix and their purposes</p> <p>To understand the purpose and different methods of sales promotions</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Sales promotion: providing incentives to customers.</p> <ul style="list-style-type: none"> • Methods: coupons, competitions, money off, loyalty incentives, 'buy one get one free', discounts. 	
5	<p>A1 Elements of the promotional mix and their purposes</p> <p>To understand the factors to consider when choosing a method</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Size, types, budget, type of product, target market</p>	
6	<p>Personal selling: face-to-face, by telephone, via email, through video or web conferencing.</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Personal selling: face-to-face, by telephone, via email, through video or web conferencing.</p>	
7	<p>A1 Elements of the promotional mix and their purposes</p> <p>To understand the different public relation activities.</p> <p>To understand the benefits and the limitations of public relations activities</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Public relations activities: promoting a produce/service, brand or enterprise by placing information about it in the media without paying for the time or media space directly: methods: exhibitions, sponsorship, press releases.</p>	
8	<p>A1 Elements of the promotional mix and their purposes</p> <p>To understand the role of direct marketing. (purpose, benefits, limitations and methods)</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Direct marketing to establish an individual relationship between the enterprise and the customer: methods: direct mail (junk mail), mail order</p>	

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				catalogues, magazines, telemarketing.	
9	A2 Targeting and segmenting the market To understand why an enterprise targets its market, and the impact this has on promotion		Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	Types of market: Business to Business (B2B), Business to Consumer (B2C).	
10	A2 Targeting and segmenting the market To understand how a business Segments the market to identify which customers its promotions will target through	A2 Targeting and segmenting the market	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> demographics: age, race, religion, gender, family size, ethnicity, income, education level, socio-economic group 	https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1
11	A2 Targeting and segmenting the market To understand how a business Segments the market to identify which customers its promotions will target through	A2 Targeting and segmenting the market	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> geographic: location psychographic: social class, attitudes, lifestyle and personality characteristics behavioural: spending, consumption, usage, loyalty status and desired benefits. 	https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1
12	B1 Financial documents To understand the different types of financial documents and the importance of accuracy	A3 Factors influencing the choice of promotional methods	Mini test Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	Types: invoices, delivery notes, purchase orders, credit notes, receipts, statement of account. <ul style="list-style-type: none"> Importance to a business of accuracy when these documents are being used. 	https://www.bbc.co.uk/bitesize/guides/z7kpt39/revision/1
13	B1 Financial documents To understand the different types of financial documents and the importance of accuracy	A3 Factors influencing the choice of promotional methods	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	Types: invoices, delivery notes, purchase orders, credit notes, receipts, statement of account.	https://www.bbc.co.uk/bitesize/guides/z7kpt39/revision/1

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				<ul style="list-style-type: none"> • Importance to a business of accuracy when these documents are being used. 	
14	<p>B2 Payment methods</p> <p>To understand the different payment methods and its impact on customers and enterprises.</p>	<p>B1 Financial documents</p> <p>B5 Statement of comprehensive income</p> <p>B6 Statement of financial position</p> <p>B7 Profitability and liquidity</p>	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.</p> <ul style="list-style-type: none"> • Impact on customers and enterprises of using different methods 	
15	<p>B2 Payment methods</p> <p>To know the benefits and drawbacks of using the different payment methods</p>		<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Payment methods: cash, credit cards, debit cards, direct debit, payment technologies.</p> <ul style="list-style-type: none"> • Impact on customers and enterprises of using different methods 	
16	<p>B3 Sources of revenue and costs</p> <p>To understand the different sources of income and costs</p>	B2 Payment methods	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Income from sales and from assets.</p> <ul style="list-style-type: none"> • Start-up costs and running costs. 	https://www.bbc.co.uk/bitesize/guides/zb2shbk/revision/1
17	<p>B4 Terminology in financial statements</p> <p>To be able to understand and calculate the key concepts in financial statements</p>	B3 Sources of revenue and costs	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Turnover (net sales) and cost of sales (cost of goods sold).</p> <ul style="list-style-type: none"> • Gross profit, expenses, net profit, retained profit. 	https://www.bbc.co.uk/bitesize/guides/z7kpt39/revision/1
18	<p>B4 Terminology in financial statements</p> <p>To be able to understand and calculate the key concepts in financial statements</p>	Targeting and segmenting the market	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Fixed assets and current assets.</p> <ul style="list-style-type: none"> • Current liabilities and long-term liabilities. 	
19	B4 Terminology in financial statements	B3 Sources of revenue and costs	<p>Retrieval practice test Share examples, videos, Task sheets,</p>	<ul style="list-style-type: none"> • Debtors and creditors. • Net current assets. • Capital. 	

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	To be able to understand and calculate the key concepts in financial statements		key words, exam questions, modelling answers.		
20	B5 Statement of comprehensive income Learners will complete and interpret a statement of comprehensive income using given figures and suggest appropriate actions.	B4 Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Statement of comprehensive income: shows the profit or loss of an enterprise over time. • Calculate profit/loss using a simple statement of comprehensive income. 	
21	B6 Statement of financial position Learners will complete and interpret a statement of financial position using given figures, and suggest appropriate actions.	B2 Payment methods	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Statement of financial position: shows the financial performance of an enterprise at a point in time. • Categorise total assets and liabilities using a statement of financial position. 	
22	B6 Statement of financial position Learners will complete and interpret a statement of financial position using given figures, and suggest appropriate actions.	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Statement of financial position: shows the financial performance of an enterprise at a point in time. • Categorise total assets and liabilities using a statement of financial position. 	
23	B7 Profitability and liquidity Learners will interpret statements of comprehensive income and of financial position to Calculate ratios.	Elements of the promotional mix and their purposes	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • The difference between cash and profit. • The difference between liquidity and profitability. 	
24	B7 Profitability and liquidity Learners will interpret statements of comprehensive income and of financial position to	Elements of the promotional mix and their purposes	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	Calculate profitability ratios from given formulae: <ul style="list-style-type: none"> • gross profit margin percentage (GPM): $(\text{gross profit}/\text{revenue}) \times 100$ 	https://www.bbc.co.uk/bitesize/guides/z6p892p/revision/1

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	Calculate ratios.			<ul style="list-style-type: none"> net profit margin percentage (NPM): $(\text{net profit}/\text{revenue}) \times 100$. 	
25	<p>B7 Profitability and liquidity</p> <p>Learners will interpret statements of comprehensive income and of financial position to Calculate ratios.</p>	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<p>Calculate liquidity ratios from given formulae:</p> <ul style="list-style-type: none"> current ratio: $\text{current assets}/\text{current liabilities}$ liquid capital ratio: $(\text{current assets} - \text{inventory})/\text{current liabilities}$. 	https://www.bbc.co.uk/bitesize/guides/z6p892p/revision/1
26	<p>B7 Profitability and liquidity</p> <p>Learners will interpret statements of comprehensive income and of financial position to Calculate ratios.</p>	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<p>The difference between cash and profit.</p> <ul style="list-style-type: none"> The difference between liquidity and profitability. Calculate profitability ratios from given formulae: <ul style="list-style-type: none"> gross profit margin percentage (GPM): $(\text{gross profit}/\text{revenue}) \times 100$ net profit margin percentage (NPM): $(\text{net profit}/\text{revenue}) \times 100$. Calculate liquidity ratios from given formulae: <ul style="list-style-type: none"> current ratio: $\text{current assets}/\text{current liabilities}$ liquid capital ratio: $(\text{current assets} - \text{inventory})/\text{current liabilities}$. 	https://www.bbc.co.uk/bitesize/guides/z6p892p/revision/1
27	<p>B7 Profitability and liquidity</p> <p>Learners will interpret statements of comprehensive income and of financial position to</p>	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<p>The difference between cash and profit.</p> <ul style="list-style-type: none"> The difference between liquidity and profitability. 	https://www.bbc.co.uk/bitesize/guides/z6p892p/revision/1

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	Calculate ratios.			<ul style="list-style-type: none"> • Calculate profitability ratios from given formulae: <ul style="list-style-type: none"> • gross profit margin percentage (GPM): $(\text{gross profit}/\text{revenue}) \times 100$ • net profit margin percentage (NPM): $(\text{net profit}/\text{revenue}) \times 100$. • Calculate liquidity ratios from given formulae: <ul style="list-style-type: none"> • current ratio: $\text{current assets}/\text{current liabilities}$ • liquid capital ratio: $(\text{current assets} - \text{inventory})/\text{current liabilities}$. 	
28	<p>C Financial planning and forecasting</p> <p>C1 Using cash flow data</p> <p>Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p>	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Cash – liquid assets of the business; bank balance plus cash in the business. • Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity. • Difference between sales and purchases. • Cash flow statement: the cash inflows and the cash outflows over the past 12 months. • Cash flow forecast: outlines the forecasted future cash inflows (from sales) and the outflows (such as raw materials, wages) per month over a period of time. 	https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1

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29	<p>C1 Using cash flow data</p> <p>Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p>	<p>C1 Using cash flow data C2 Financial forecasting C3 Suggesting improvements to cash flow problems C4 Break-even analysis and break-even point C5 Sources of business finance</p>	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<ul style="list-style-type: none"> • Cash – liquid assets of the business; bank balance plus cash in the business. • Cash flow – difference between the cash flowing into the business (inflows) and the cash flowing out of the business (outflows), positive and negative liquidity. • Difference between sales and purchases. • Cash flow statement: the cash inflows and the cash outflows over the past 12 months. • Cash flow forecast: outlines the forecasted future cash inflows (from sales) and the outflows (such as raw materials, wages) per month over a period of time. 	<p>https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1</p>
30	<p>C2 Financial forecasting.</p> <p>Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p>	<p>Terminology in financial statements</p>	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<ul style="list-style-type: none"> • Purpose of a cash flow forecast: <ul style="list-style-type: none"> o to identify money coming in (inflows) and going out (outflows) of the enterprise over time o to determine net current asset requirements and make business decisions. • Inflows: sales, capital introduced, loans. • Outflows: purchases, running costs 	
31	<p>C3 Suggesting improvements to cash flow problems.</p>	<p>Terminology in financial statements</p>	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Analysis of cash flow information – considering changes in inflows and outflows over a</p>	

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	Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.			<p>period and how this affects the enterprise, considering differences between predicted and actual cash flow.</p> <ul style="list-style-type: none"> • Cash flow problems – not having enough cash to pay employees and suppliers. • Impact of timings of inflows and outflows, and suggested solutions to problems: <ul style="list-style-type: none"> • increasing revenue • selling off unused assets • selling off inventory • chasing debtors for monies owed • cutting costs • delaying payment to suppliers • reducing credit period offered to customers • cutting back or delaying expansion plans. 	
32	<p>C3 Suggesting improvements to cash flow problems.</p> <p>Learners will complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p>	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<p>Analysis of cash flow information – considering changes in inflows and outflows over a period and how this affects the enterprise, considering differences between predicted and actual cash flow.</p> <ul style="list-style-type: none"> • Cash flow problems – not having enough cash to pay employees and suppliers. 	

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				<ul style="list-style-type: none"> • Impact of timings of inflows and outflows, and suggested solutions to problems: <ul style="list-style-type: none"> • increasing revenue • selling off unused assets • selling off inventory • chasing debtors for monies owed • cutting costs • delaying payment to suppliers • reducing credit period offered to customers • cutting back or delaying expansion plans. 	
33	C4 Break-even analysis and break-even point Learners will construct and interpret a break-even chart, and recognise its limitations.	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Costs: variable costs, fixed costs, total costs. • Sales: total revenue. 	https://www.bbc.co.uk/bitesize/guides/zr8947h/revision/1
34	C4 Break-even analysis and break-even point Learners will construct and interpret a break-even chart, and recognise its limitations.	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Break-even = fixed costs/(selling price per unit – variable cost per unit). • Break-even point. • Margin of safety 	https://www.bbc.co.uk/bitesize/guides/zr8947h/revision/1
35	C4 Break-even analysis and break-even point Learners will construct and interpret a break-even chart, and recognise its limitations.	Terminology in financial statements	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • The value and importance of break-even analysis to enterprises when planning. • Limitations of break-even analysis. 	https://www.bbc.co.uk/bitesize/guides/zr8947h/revision/1
36	C4 Break-even analysis and break-even point Learners will construct and interpret a break-even chart, and recognise its limitations.	Profitability and liquidity	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	<ul style="list-style-type: none"> • Costs: variable costs, fixed costs, total costs. • Sales: total revenue. • Margin of safety. 	https://www.bbc.co.uk/bitesize/guides/zr8947h/revision/1

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				<ul style="list-style-type: none"> • Break-even = fixed costs/(selling price per unit – variable cost per unit). • Break-even point. • The value and importance of break-even analysis to enterprises when planning. • Limitations of break-even analysis. 	
37	<p>C4 Break-even analysis and break-even point</p> <p>Learners will construct and interpret a break-even chart, and recognise its limitations.</p>	Profitability and liquidity	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<ul style="list-style-type: none"> • Costs: variable costs, fixed costs, total costs. • Sales: total revenue. • Margin of safety. • Break-even = fixed costs/(selling price per unit – variable cost per unit). • Break-even point. • The value and importance of break-even analysis to enterprises when planning. • Limitations of break-even analysis. 	https://www.bbc.co.uk/bitesize/guides/zr8947h/revision/1
38	<p>C5 Sources of business finance</p> <p>Learners will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</p>	Profitability and liquidity	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Sources of finance:</p> <ul style="list-style-type: none"> • owner funds • retained profits • loans • credit cards • government grants • hire purchase and leasing • trade credit • venture capital • peer-to-peer lending. 	https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1
39	<p>C5 Sources of business finance</p>	Financial forecasting.	<p>Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.</p>	<p>Sources of finance:</p> <ul style="list-style-type: none"> • owner funds • retained profits • loans 	https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1

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	Learners will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.			<ul style="list-style-type: none"> • credit cards • government grants • hire purchase and leasing • trade credit • venture capital • peer-to-peer lending. 	
40	<p>C5 Sources of business finance</p> <p>Learners will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</p>	Financial forecasting.	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	The advantages and disadvantages of using the different sources of finance within different circumstances.	https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1
41	<p>C5 Sources of business finance</p> <p>Learners will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</p>	Financial forecasting.	Retrieval practice test Share examples, videos, Task sheets, key words, exam questions, modelling answers.	The advantages and disadvantages of using the different sources of finance within different circumstances.	https://www.bbc.co.uk/bitesize/guides/zfn7qp3/revision/1
42	Revision for Unit and Practice Questions			Students to go through the key concepts and practice questions to address misconceptions and prepare for progress test	