

BTEC Enterprise Big Picture YEAR 11



<i>Autumn 01</i> <i>7 Weeks (weeks 2-8)</i>	<i>Autumn 02</i> <i>7 Weeks (weeks 9-15)</i>
<p>Subject content -knowledge and skills Promotion and finance for enterprise</p> <p>Reading through the curriculum: Case studies and articles</p>	<p>Subject content -knowledge and skills Promotion and finance for enterprise</p> <p>Reading through the curriculum: Case studies and articles</p>
<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p> <ul style="list-style-type: none"> • Elements of the promotional mix and their purposes • Targeting and segmenting the market • Factors influencing the choice of promotional methods • Financial documents • Payment methods 	<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p> <ul style="list-style-type: none"> • Sources of revenue and costs • Terminology in financial statements • Statement of comprehensive income • Statement of financial position • Profitability and liquidity • Using cash flow data • Financial forecasting • Suggesting improvements to cash flow problems • Break even analysis and break even point • Sources of business finance
<p>Independent study format: Revision guides and past paper questions Big Test is week 13 and 14 External examination to be sat in February – Spring 01 to begin after this</p>	

<i>Spring 01</i> <i>7 Weeks (weeks 16-22)</i>	<i>Spring 02</i> <i>5 Weeks (weeks 23-27)</i>
<p>Subject content -knowledge and skills Planning for and pitching an enterprise activity</p> <p>Reading through the curriculum: Articles and current trends reports</p>	<p>Subject content -knowledge and skills Planning for and pitching an enterprise activity</p> <p>Reading through the curriculum: Articles and current trends reports</p>
<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p> <ul style="list-style-type: none"> • Generating ideas for a micro enterprise activity • Plan for a micro enterprise activity 	<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p> <ul style="list-style-type: none"> • Pitching a micro enterprise activity • Presenting a business pitch • Using feedback and review to identify possible changes to the pitch
<p>Independent study format: Completion of assignment tasks Big Test is week 25 and 26</p>	

<i>Summer 01</i> <i>6 Weeks (28-33)</i>	<i>Summer 02</i> <i>7 Weeks (34-40)</i>
<p>Subject content -knowledge and skills Planning for and pitching an enterprise activity</p> <p>Reading through the curriculum: Articles and current trends reports</p>	<p>Subject content -knowledge and skills</p> <p>Reading through the curriculum:</p>
<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p> <ul style="list-style-type: none"> • Pitching a micro enterprise activity • Presenting a business pitch • Using feedback and review to identify possible changes to the pitch 	<p>Assessment Objectives This is the knowledge, application and skills assessed by the Big Test:</p>
<p>Independent study format: Completion of assignment tasks</p>	