

BTEC Enterprise (Based on provisional new Specification from 2021)

	Year 7	Year 8	Year 9	Year 10	Year 11
Autumn 1	Not Applicable	Not Applicable	Enterprise Tycoon Challenge <ul style="list-style-type: none"> Can you explain branding? Can you explain advertising? Can you identify personality traits? Can you identify research methods? Can you design an advertising campaign? Can you create a professional pitch? Can you recruit effectively? Can you develop resilience? 	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	C3: Promotion & Finance for Enterprise New Spec for Sept 2022 – Awaiting confirmation - TBC
Autumn 2	Not Applicable	Not Applicable	Enterprise Tycoon Challenge <ul style="list-style-type: none"> Can you create a brand? Can you evaluate social media platforms for effective marketing? Can you create basic financial forecasts based on price and profit projections? C1: Investigating Enterprises New Spec for Sept 2022 – Awaiting confirmation - TBC	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	C3: Promotion & Finance for Enterprise New Spec for Sept 2022 – Awaiting confirmation - TBC
Spring 1	Not Applicable	Not Applicable	C1: Investigating Enterprises New Spec for Sept 2022 – Awaiting confirmation - TBC	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	C3: Promotion & Finance for Enterprise New Spec for Sept 2022 – Awaiting confirmation - TBC

Curriculum Progression Maps



BTEC Enterprise

Spring 2	Not Applicable	Not Applicable	C1: Investigating Enterprises New Spec for Sept 2022 – Awaiting confirmation - TBC	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	C3: Promotion & Finance for Enterprise New Spec for Sept 2022 – Awaiting confirmation - TBC
Summer 1	Not Applicable	Not Applicable	C1: Investigating Enterprises New Spec for Sept 2022 – Awaiting confirmation - TBC	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	Not Applicable
Summer 2	Not Applicable	Not Applicable	C1: Investigating Enterprises New Spec for Sept 2022 – Awaiting confirmation - TBC	C2: Planning & Pitching an Enterprise Idea New Spec for Sept 2022 – Awaiting confirmation - TBC	Not Applicable

BTEC Enterprise KEY VOCABULARY

	Year 7	Year 8	Year 9	Year 10	Year 11
Autumn 1	Not Applicable	Not Applicable	Creativity Innovation Self-Management Resilience Digital Problem Solving Communication	Innovation Human Resources Breakeven Skills Audit Revenue	Media Medium (Media) Promotional Mix Advertising Sales Promotions Personal Selling Public Relations Direct Marketing B2C/B2B Market Segmentation
Autumn 2	Not Applicable	Not Applicable	Leadership Financial Premium Budget Fixed Costs Variable Costs	SMART (Specific, Measurable, Achievable, Resourced/Realistic, Timed) Pricing Models	Assets Liabilities Taxation Payments Revenue Costs (Start Up/Running) Capital Turnover Profit

Curriculum Progression Maps

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					Liquidity Financial Statement/Forecast
Spring 1	Not Applicable	Not Applicable	Enterprise Entrepreneur Characteristics Goods Services SME Sole Trader Partnership Limited Company/Liability Social & Political Pressure	Business Plan Market Segment Demographic Target Market Promotional Materials Point Of Sale	Cash Inflows/outflows Cash Flow Breakeven Margin of Safety Sources of Finance Overdrafts Credit
Spring 2	Not Applicable	Not Applicable	Qualitative & Quantitative Research Primary & Secondary Research	Risk Assessment Risk Averse Contingency Planning	Not Applicable – Revision & Exam Preparation.
Summer 1	Not Applicable	Not Applicable	Competitors Unique Selling Point (USP) Internal & External Factors Regulations	Pitch Audience Needs Presentation Skills Professionalism Visual Aids Verbal/Non-Verbal Communication Feedback	Not Applicable
Summer 2	Not Applicable	Not Applicable	SWOT Analysis PEST Analysis	Review Pitch Audience Needs Presentation Skills Professionalism Visual Aids Verbal/Non-Verbal Communication Feedback	Not Applicable

Curriculum Progression Maps

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