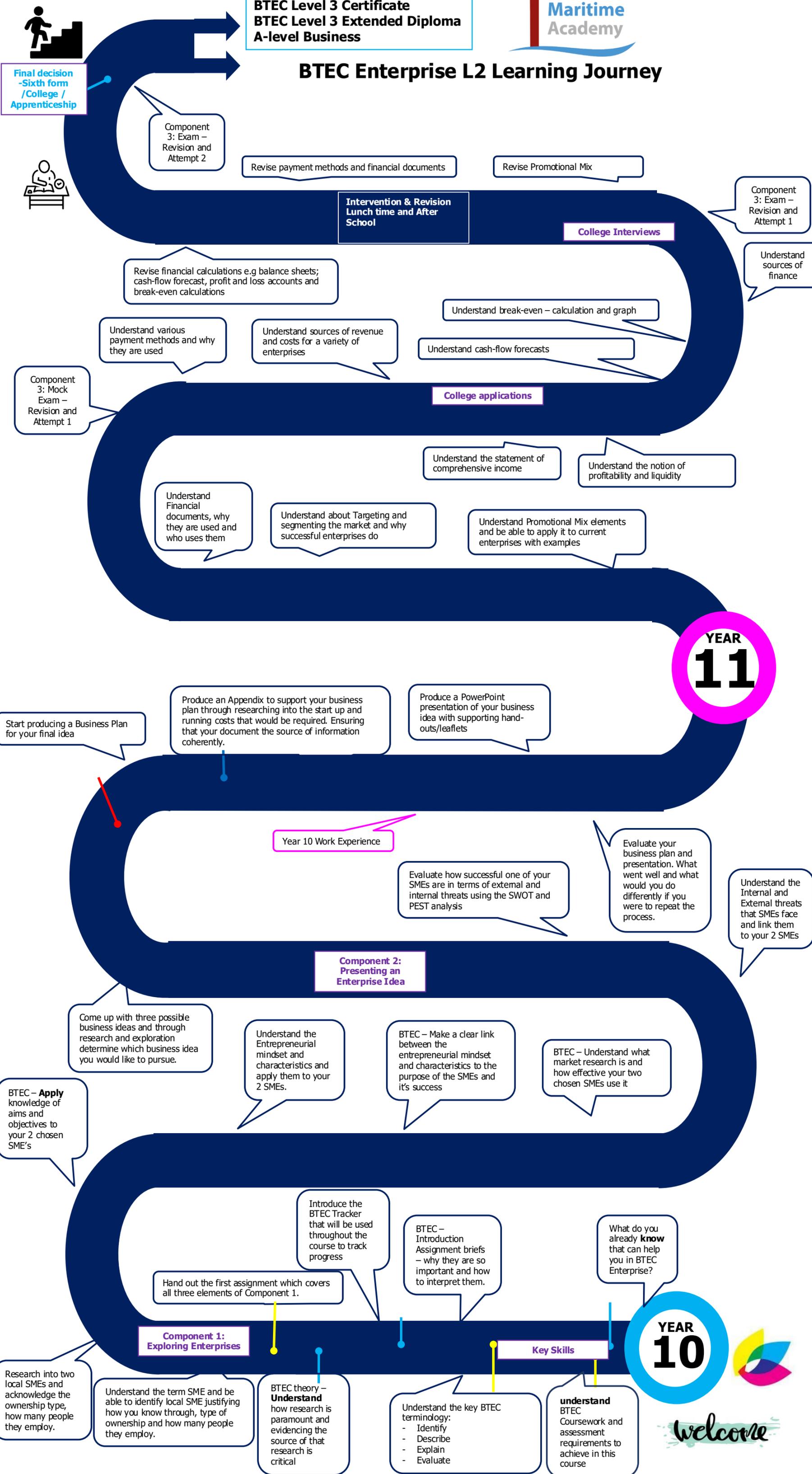


BTEC Enterprise L2 Learning Journey



Final decision -Sixth form /College / Apprenticeship

Component 3: Exam – Revision and Attempt 2

Revise payment methods and financial documents

Revise Promotional Mix

Intervention & Revision Lunch time and After School

College Interviews

Component 3: Exam – Revision and Attempt 1

Understand sources of finance

Revise financial calculations e.g balance sheets; cash-flow forecast, profit and loss accounts and break-even calculations

Understand break-even – calculation and graph

Understand various payment methods and why they are used

Understand sources of revenue and costs for a variety of enterprises

Understand cash-flow forecasts

Component 3: Mock Exam – Revision and Attempt 1

College applications

Understand the statement of comprehensive income

Understand the notion of profitability and liquidity

Understand Financial documents, why they are used and who uses them

Understand about Targeting and segmenting the market and why successful enterprises do

Understand Promotional Mix elements and be able to apply it to current enterprises with examples

YEAR 11

Start producing a Business Plan for your final idea

Produce an Appendix to support your business plan through researching into the start up and running costs that would be required. Ensuring that your document the source of information coherently.

Produce a PowerPoint presentation of your business idea with supporting hand-outs/leaflets

Year 10 Work Experience

Evaluate how successful one of your SMEs are in terms of external and internal threats using the SWOT and PEST analysis

Evaluate your business plan and presentation. What went well and what would you do differently if you were to repeat the process.

Understand the Internal and External threats that SMEs face and link them to your 2 SMEs

Component 2: Presenting an Enterprise Idea

Come up with three possible business ideas and through research and exploration determine which business idea you would like to pursue.

Understand the Entrepreneurial mindset and characteristics and apply them to your 2 SMEs.

BTEC – Make a clear link between the entrepreneurial mindset and characteristics to the purpose of the SMEs and it's success

BTEC – Understand what market research is and how effective your two chosen SMEs use it

BTEC – Apply knowledge of aims and objectives to your 2 chosen SME's

Component 1: Exploring Enterprises

Key Skills

YEAR 10

Research into two local SMEs and acknowledge the ownership type, how many people they employ.

Understand the term SME and be able to identify local SME justifying how you know through, type of ownership and how many people they employ.

BTEC theory – Understand how research is paramount and evidencing the source of that research is critical

Understand the key BTEC terminology:
- Identify
- Describe
- Explain
- Evaluate

understand BTEC Coursework and assessment requirements to achieve in this course

welcome