

BTEC Level 2 Enterprise – Teaching schedule

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Component 1: Coursework Exploring Enterprises Investigating a real-life enterprise: <ul style="list-style-type: none"> • Learning the skills, and characteristics of the entrepreneur • Market research 	Component 1: Coursework Exploring Enterprises Coursework continued: <ul style="list-style-type: none"> • Investigating PEST and SWOT factors 	Component 2: Coursework Planning and Presenting a Micro-Enterprise Idea Generating a business plan	Component 2: Coursework Planning and Presenting a Micro-Enterprise Idea Presenting the business plan	Component 2: Coursework Planning and Presenting a Micro-Enterprise Idea Evaluation of the presentation	Component 3: Examination Marketing and Finance for Enterprise <ul style="list-style-type: none"> • Market Segmentation, • Product life cycle • Pricing strategies • Branding, place and distribution of products • Factors that influence the choice of marketing: trust, reputation and loyalty

Year 11	<p>Component 3: Examination Marketing and Finance for Enterprise</p> <ul style="list-style-type: none"> • Financial documents • Payments methods • Revenue and costs • Financial statements • Profitability and liquidity 	<p>Component 3: Examination Marketing and Finance for Enterprise</p> <ul style="list-style-type: none"> • Budgeting • Cashflow • Breakeven • Sources of finance 	<p>Component 3: Examination Marketing and Finance for Enterprise</p> <p>Examination</p>	<p>Component 3: Examination Marketing and Finance for Enterprise</p> <p>Revision</p>	<p>Component 3: Examination Marketing and Finance for Enterprise</p> <p>Revision</p>	
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