

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