



Curriculum Map

Subject: BTEC Enterprise

Year group: Year 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content <i>Declarative Knowledge - 'Know What'</i>	A1 Generating ideas for a micro-enterprise activity Innovation of products/services; provision of products/services in new contexts; provision of products/services to new markets; Factors to be considered when selecting final idea: resources available; financial forecasts; costing and pricing; methods of communication and promotion; potential customers. A skills audit by learners, to consider: leadership, personal and communication skills; technical and practical skills required.	A2 Plan for a micro-enterprise activity (continued) Methods of communication with the customer: e.g. advertising, use of social media; cost effectiveness; design of promotional materials Resources required: physical resources, including location, materials, equipment, fixtures and fittings, information technology, stock financial resources, including sources of finance, start-up costs, running costs, production costs/cost of sales human resources, e.g. skills and roles, possible training and development needs. Risk assessment, and contingency plans	B1 Pitching a micro-enterprise activity How to present key elements of a business plan logically B2 Presenting a business pitch Presentation skills: professional behaviour and conduct of presenter; positive attitude; well-rehearsed and prepared; considerate of the needs and interests of the audience; use of visual aids, handouts for audience, clarity and legibility of text, impact of graphics and images. Communication skills: body language, gestures and eye contact; language and tone, pace, volume and projection; use of business terminology listening, handling questions and formulating	C1 Using feedback and review to identify possible changes to the pitch Receive feedback from audience on: the business content of the pitch, presentation and communication skills demonstrated. Reviewing plan and personal performance, reflecting on feedback gathered from others: what went well, what went less well Recommending improvements: to the contents of the plan and own performance.	Resit prep for unit 3 Time allowed in case of some work taking longer to complete	Study Leave



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	<p>Product or service to be sold: features, benefits and unique selling points; selling price; cost; competitors.</p> <p>Identifying the target market: market segment; appeal to target market; how product or service will reach market; establishing and sustaining sales.</p>		<p>appropriate responses.</p>			
Skills <i>Procedural Knowledge – 'Know How'</i>	<p>How to: independently generate ideas</p> <p>Select one idea for a realistic micro-enterprise.</p> <p>Draw up an implementation plan for their chosen idea</p>	<p>How to: Draw up an implementation plan for their chosen idea</p>	<p>How to: Pitch an idea: present key elements of a business plan logically</p> <p>create a PPT presentation with effective use of graphics/ images</p> <p>use speaker notes</p> <p>use appropriate body language</p> <p>Convey a professional image</p>	<p>How to: give and receive useful feedback</p> <p>Respond to feedback</p> <p>Write an evaluation of the plan and performance when pitching</p>		
Key Questions	<p>What makes a good business idea?</p> <p>How could I research a business idea?</p> <p>How could I decide on one idea?</p> <p>What makes an entrepreneur successful?</p> <p>What skills, characteristics,</p>	<p>How is Business plan structured?</p> <p>What is the purpose of a business plan?</p> <p>What information is in a business plan?</p>	<p>Why do entrepreneurs need to pitch their ideas?</p> <p>Who would want to see a pitch?</p> <p>What makes a good pitch?</p> <p>Why would somebody invest in your business?</p>	<p>What makes an effective pitch</p> <p>What makes an effective Business plan?</p> <p>How can I judge the effectiveness of my pitch?</p> <p>What can I do to improve my Plan?</p> <p>My Pitch?</p>		



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	knowledge do I have to be successful?					
Assessment	Formative assessment of ideas – discussed and presented to class	Written Business plan	Presentation – videoed Questions asked by audience Staff and peer review of presentation	Writing an evaluative report on own performance		
Literacy/Numeracy/ SMSC/Character	Writing a business plan Researching similar businesses, competitors, customers, Creating graphs to illustrate findings of research	Writing a business plan Producing a breakeven chart, cashflow forecast and projected income statement for the business using own research	Oracy: Presentation skills, asking and answering questions, providing feedback	Oracy: Presentation skills, asking and answering questions, providing feedback Writing an evaluative report on own performance Resilience in responding to feedback productively Integrity – in giving and responding to feedback		