

DAGENHAM PARK SUBJECT CURRICULUM

Subject	Enterprise
Year Group	Year 11 BTEC
Overview	The Level 1/2 BTEC Tech Award in ENTERPRISE consists of 2 internally assessed components (coursework completed in Year 10) and an externally assessed component (exam completed in February)
<p style="text-align: center;">Autumn Half term 1</p> <p style="text-align: center;">Autumn Half term 2</p> <p style="text-align: center;">Spring Half term 1</p>	<p>In Component 3: Promotion and Finance for Enterprise the performance of an enterprise can be affected by both internal and external factors.</p> <p>To monitor and improve an enterprise's performance, pupils need to be aware of the impact of these factors and the strategies pupils can use to make the most of opportunities and minimise any threats.</p> <p>Pupils will consider the different elements of the promotional mix in order to be able to identify target markets and put forward strategies that enterprises can use to increase their success in the future</p> <p>In this component, pupil will assess and analyse financial information in an enterprise context to monitor the performance of an enterprise and strategies to improve its performance. Pupils will investigate cash flow forecasts and statements, exploring the effects that positive and negative cash flow can have on an enterprise, and suggesting ways to improve them.</p> <p>Topic areas include:</p> <ul style="list-style-type: none"> • Elements of the promotional mix and their purposes • Targeting and segmenting the market • Factors influencing the choice of promotional methods • Financial documents • Payment methods • Sources of revenue and costs • Terminology in financial statements • Statement of comprehensive income • Profitability and liquidity • Using cash flow data • Financial forecasting • Suggesting improvements to cash flow problems • Break-even analysis and break-even point • Sources of business finance

<p>Spring Half Term 2</p> <p>Summer Half Term 1</p> <p>Summer Half Term 2</p>	<p>From February half term pupils continue to revise work carried out in the first half of the year in order to improve their grade from the February exam in May.</p>
<p>Homework</p>	<p>Homework will be provided weekly via <i>Show My Homework</i>. Homework set will reinforce the skills learnt in lesson.</p>
<p>Useful Resources</p>	<p>SharePoint Tutor2U Businessstudiesonline Students will be provided with revision materials and will be detailed on SMHW</p>