

BTEC L2 Business Curriculum map			
Month	week number	Btec Tech Award in Enterprise - Yr 10 (Component 1: Exploring enterprises)	Btec Tech Award in Enterprise - Yr 11 (Component 3: Marketing and Finance for Enterprise)
Sept	1	A: Understand how and why enterprises and entrepreneurs are successful A1: Size and features of SMEs	A: Marketing Activities A1: Targeting and segmenting the market
	2	A: Understand how and why enterprises and entrepreneurs are successful A2: Sectors and business models in which enterprises operate	A: Marketing Activities A1: Targeting and segmenting the market
	3	A: Understand how and why enterprises and entrepreneurs are successful A2: Sectors and business models in which enterprises operate	A: Marketing Activities A2: 4Ps of the marketing mix
Oct	4	A: Understand how and why enterprises and entrepreneurs are successful A3: Aims and activities of enterprises	A: Marketing Activities A2: 4Ps of the marketing mix
Release of PSAs for both internally assessed components	5	A: Understand how and why enterprises and entrepreneurs are successful A4: Skills and characteristics of entrepreneurs	A: Marketing activities A3: Factors influencing the choice of marketing methods
	6	B: Understand customer needs and competitors' behaviour through market research B1: Market research methods	A: Marketing activities A4: Trust, reputation and loyalty
	7	B: Understand customer needs and competitors' behaviour through market research B1: Market research methods	B: Financial documents and statements B1: Financial documents
	8	B: Understand customer needs and competitors' behaviour through market research B2: Understanding customer needs	End of unit test / marked/ embedding
Half Term			
Nov	1	B: Understand customer needs and competitors' behaviour through market research B3: Understanding competitor behaviour	B: Financial documents and statements B2: Payment methods
	2	B: Understand customer needs and competitors' behaviour through market research B3: Understanding competitor behaviour	B: Financial documents and statements B3: Revenue and costs
	3	B: Understand customer needs and competitors' behaviour through market research B4: Suitability of market research methods	B: Financial documents and statements B3: Revenue and costs
Dec	4	C: Understand how the outcomes of situational analyses may affect enterprises C1: PEST (Political, Economic, Social, Technological) Analysis	B: Financial documents and statements B4: Financial statements
	5	C: Understand how the outcomes of situational analyses may affect enterprises C1: PEST (Political, Economic, Social, Technological) Analysis	B: Financial documents and statements B4: Financial statements
	6	C: Understand how the outcomes of situational analyses may affect enterprises C2: SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	B: Financial documents and statements B5: Profitability and liquidity

Moderation Submission of centre marks and sample of learner work deadline approx. December 15th	7	C: Understand how the outcomes of situational analyses may affect enterprises C2: SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	School calendared test/ test marked/ embedding
Christmas Break			
		Btec Tech Award in Enterprise - Yr 10 (Component 2: Planning and Presenting a Micro Enterprise idea)	
Jan	1	A: Choose an idea and produce a plan for a microenterprise idea A1: Choosing ideas for a microenterprise	C: Financial planning and forecasting C1: Budgeting and C: Financial planning and forecasting C2: Cash flow
	2	A: Choose an idea and produce a plan for a microenterprise idea A2: Plan for a microenterprise	C: Financial planning and forecasting C3: Suggesting improvements to cash flow problems
	3	A: Choose an idea and produce a plan for a microenterprise idea A2: Plan for a microenterprise	C: Financial planning and forecasting C4: Break-even point and break-even analysis
Release of PSAs for both internally assessed components	4	B: Present a plan for the micro-enterprise idea to meet specific requirements B1: Production of presentation	C: Financial planning and forecasting C5: Sources of business finance
Feb / Business event	5	B: Present a plan for the micro-enterprise idea to meet specific requirements B2: Delivery of presentation	exams
Half Term			REVISION WITH TOPICS BELOW TO RETAKE EXAM IN SUMMER
Feb	1	Write up of coursework learning aim A	A: Marketing Activities A1: Targeting and segmenting the market
Mar	2	Write up of coursework learning aim A	A: Marketing Activities A2: 4Ps of the marketing mix
	3	Write up of coursework learning aim A	A: Marketing Activities A2: 4Ps of the marketing mix
	4	Write up of coursework learning aim B	A: Marketing activities A3: Factors influencing the choice of marketing methods
	5	Write up of coursework learning aim B	A: Marketing activities A4: Trust, reputation and loyalty
April	6	Write up of coursework learning aim B	B: Financial documents and statements B1: Financial documents
Easter Break (2 week)			
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April	1	C: Review the presentation of the micro-enterprise idea to meet specific requirements C1: Review of presentation	B: Financial documents and statements B2: Payment methods
	2	C: Review the presentation of the micro-enterprise idea to meet specific requirements C1: Review of presentation	B: Financial documents and statements B3: Revenue and costs
May	3	C: Review the presentation of the micro-enterprise idea to meet specific requirements C1: Review of presentation	B: Financial documents and statements B4: Financial statements
	4	Write up of coursework learning aim C	B: Financial documents and statements B5: Profitability and liquidity
	5	Write up of coursework learning aim C	C: Financial planning and forecasting C1: Budgeting and C: Financial planning and forecasting C2: Cash flow

Moderation Submission of centre marks and sample of learner work deadline approx. May 1st	6	Write up of coursework learning aim C	C: Financial planning and forecasting C3: Suggesting improvements to cash flow problems
Half Term			
		Btec Tech Award in Enterprise - (Component 3: Marketing and Finance for Enterprise)	
June	1	B: Financial documents and statements B1: Financial documents	C: Financial planning and forecasting C4: Break-even point and break-even analysis
	2	B: Financial documents and statements B2: Payment methods	C: Financial planning and forecasting C5: Sources of business finance
	3	B: Financial documents and statements B3: Revenue and costs	exams
July	4	C: Financial planning and forecasting C4: Break-even point and break-even analysis	exams
	5	C: Financial planning and forecasting C5: Sources of business finance	exams
	6	Work Experience	