

Curriculum Overview – Enterprise BTEC Tech Award L1/2

- Develop entrepreneurial mindsets: creativity, problem-solving, initiative and resilience.
- Equip students with practical business knowledge and financial literacy.
- Foster economic and global awareness, including ethics and sustainability.
- Cultivate work-ready learners able to research, plan, present, and evaluate.
- Connect to school's wider aims: global/cultural awareness, self-awareness, ambition.

Y10	
Autumn	Component 1: Exploring Enterprises • Types and characteristics of enterprises. • Entrepreneurs and their skills. • Factors influencing success. • Case studies of local/global enterprises.
Spring	Component 1 (continued) • Market research methods: qualitative and quantitative. • Understanding customer needs and segmentation. • Competitor analysis and benchmarking. • Mini research projects and presentations.
Summer	Component 1 (completion) • SWOT and situational analysis. • Internal and external factors (PESTLE). • PSA preparation and submission. • Reflections on enterprise success factors.

Y11	
Autumn	Component 2 : Planning & Presenting a Micro Enterprise Idea • Generating and selecting ideas. • Business planning: resources, costs, marketing, operations. • Drafting plan and presentation. Component 3 (taught alongside C2): Marketing & Finance for Enterprise • Marketing mix, segmentation, promotional methods. • Financial documents: costs, revenue, break-even, cash flow.
Spring	Component 3 (Jan-Feb) • Revision and preparation for January exam window (first submission). Component 2 • Refinement of plan, peer feedback. • Final presentation practice. • PSA completion for Component 2 (internally assessed). Late Spring (Mar-Apr) • Review Component 3 exam outcomes. • Prepare for May/June resits if required. • Final Component 2 presentations and reviews.
Summer	Component 3 (May-June) • Resit window if required. • Exam revision and consolidation. All Components • Resubmission opportunities for Components 1 & 2 (where permitted). • Final student reflections and enterprise showcase.