

# Curriculum Area: BTEC ENTERPRISE AND ENTREPRENEURSHIP



		Autumn1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Year 12</b>		<b>Enterprise &amp; Entrepreneurs</b>	<b>Enterprise &amp; Entrepreneurs</b>	<b>Developing a Marketing Campaign</b>	<b>Developing a Marketing Campaign</b>	<b>Developing a Marketing Campaign</b>	<b>Personal &amp; Business Finance Social Enterprise</b>
		A1 Enterprise and entrepreneurship A2 Mindset of the Entrepreneur C1 Sources of internal & external finance C2 Government support & non-governmental support C3 Competition & competitive advantage C4 External influences	B1 The role of motivation when starting a new venture B2 Barriers to setting up a venture B3 Importance of entrepreneurs to the economy D1 Entrepreneurial skills D2 Assess potential enterprise opportunities D3 Develop the idea	A1 The role of marketing A2 Influences on marketing activity B1 Purpose of researching information B2 Market research methods B3 Developing rationale Practice controlled assessment (part A)	C1 Marketing campaign activities C2 Marketing Mix C3 the marketing campaign C4 appropriateness of marketing campaign	Preparation – 6hrs for controlled assessment Controlled assessment	Social enterprise - A1 Principles and values of social enterprises A2 Operation of social enterprises A3 Social enterprise versus corporate social
<b>Assessments</b>		<i>Assignment 1 assessment</i>	<i>Assignment 2 assessment</i>	<i>Mock examination – unit 2</i>	<i>Mock examination – unit 2</i>	<i>Controlled assessment unit 2</i>	<i>Mini assessment of LA1</i>

<b>Year 13</b>		<b>Personal &amp; Business Finance Social Enterprise</b>	<b>Personal &amp; Business Finance Social Enterprise</b>	<b>Personal &amp; Business Finance Social Enterprise</b>	<b>Exam prep</b>	<b>Exam prep</b>	<b>N/A</b>
		Social enterprise - B1 Factors contributing to success B2 Factors contributing to failure	Social enterprise - C1 Planning and running a social enterprise activity	Social enterprise – C2 Reviewing a social enterprise activity			
<b>Assessments</b>		<i>Assessment 1 unit 7</i>	<i>Assignment 2 unit 7</i>	<i>Assignment 2 unit 7</i>			