



BTEC Tech Enterprise Learning Journey



Stay at 6th Form to continue your studies in A-Level Business, BTEC Business, T-Level Management and Administration, AAT Accounting.



Go to college to continue your studies.



Go onto a paid apprenticeship.



Results Day!

**Component 3
Re-sit
Opportunity**



C2 Assignment 2



LA B – Pitch a micro-enterprise activity

Deliver a pitch of your business plan, showing communication and presentation skills

LA A – Explore ideas and plan for a micro-enterprise activity

Investigate 3 micro-enterprise ideas, create a business plan for one idea



C2 Assignment 1



Component 2 Planning for and Pitching an Enterprise Activity

LA-C Investigate the factors that contribute to the success of an enterprise

Internal factors, External factors, Situational analysis, Measuring the success of an SME,

C1 Assignment 3



LA-B Explore how market research helps enterprises to meet customer needs and understand competitor behaviour

Customer needs, Using market research to understand customers, Understanding competitors,



C1 Assignment 1



C1 Assignment 2



LA-A Examine the characteristics of enterprises

What is an enterprise? Types and characteristics of SMEs, The purpose of enterprises, Entrepreneurs

Component 1 Exploring Enterprises

Component 3 Exam

LA-C Financial planning and forecasting

Using cash flow data, Financial forecasting, Suggesting improvements to cash flow problems, Break-even analysis and break-even point, Sources of business finance



LA-B Financial records

Financial documents, Payment methods, Sources of revenue and costs, Terminology in financial statements, Statement of comprehensive income, Statement of financial position, Profitability and liquidity

LA A - Promotion

Elements of the promotional mix and their purposes, Targeting and segmenting the market, Factors influencing the choice of promotional methods,

Retail Project→
Introduction to revenue, costs & profit. External influences of price.



Chocolate Project→
Meeting customer needs. Developing the Marketing Mix.

INDUCTION to Business

Previous Learning → Enterprise days, citizenship and assemblies

Component 3: Promotion and Finance for Enterprise

