

Year 10 Btec Tech Award Enterprise
September – December 2021

	Lesson 1 Learning Intentions	Lesson 2 Learning Intentions	Lesson 3 Learning Intentions
Week 1	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • Understand what idea generation is and where ideas can come from. • Understand the difference between social enterprise and for-profit. • Understand the difference in selling products and services. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To develop their understanding of business start-ups using real examples of micro-enterprises that have grown to considerable businesses. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To research their local area for small business start-ups • To garner an understanding of the micro-enterprises in their local area
Week 2	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To understand where their own interests lie – upon which they can develop micro-enterprise ideas. • To develop a list of 3 potential ideas for realistic micro-enterprise activities that they could pitch to a group of investors for a competition. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To develop their understanding of key concepts such as USP • To research how businesses describe themselves and the terminology they use to show uniqueness. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To understand the differences between start-up and running costs • To identify where they can source resources from to start their micro enterprise ideas.
Week 3	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To identify and research the resources required for their 3 initial ideas – costs (start-up) for their first initial idea 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To identify and research the resources required for their 3 initial ideas – costs (start-up) for their second initial idea 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To understand and research the resources required for their 3 initial ideas – costs (start-up) for their third initial idea
Week 4	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To understand how businesses will use their competition as a tool of evaluation and make decisions based on this information. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To research competition in the local area for their first business idea. • Identifying key characteristics of their competitors' actions. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To research competition in the local area for their second business idea. • Identifying key characteristics of their competitors actions.
Week 5	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To research competition in the local area for their third business idea. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> • To build a basic Microsoft form to garner demand for the 3 initial ideas 	<p>C2 Learning Aim A – A1</p>

Year 10 Btec Tech Award Enterprise
September – December 2021

	Identifying key characteristics of their competitors actions.		<ul style="list-style-type: none"> To evaluate their own skills and evaluate the initial ideas based on competencies.
Week 6	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To evaluate the evidence from research allowing them to justify a final choice of micro-enterprise idea. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To understand the difference in quantitative and qualitative style questions and the results that these types of questions will gain. To develop closed style questions to garner the information they need to make decisions about their chosen business idea. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To continue to develop closed style questions to garner the information they need to make decisions about their chosen business idea – further developed through formative whole class feedback. To develop further the knowledge on how to produce a Microsoft form to use in the collection and analysis of data.
Week 7	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To produce a Microsoft form which will enable them to collect their primary research. To send their research form to relevant target market – students, family and teachers asking for them to be filled in. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To demonstrate the use of Microsoft forms to analyse the results of their primary market research. To understand how these results will then be used within their business plan. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To finalise their choice of micro-enterprise to begin to develop their business plan.

Year 10 – November - December

Week 1	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To analyse the data collected in the Microsoft form. To produce graphs to illustrate their analysed information. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To analyse the data collected in the Microsoft form. To produce graphs to illustrate their analysed information. 	<p>C2 Learning Aim A – A1</p> <ul style="list-style-type: none"> To understand the requirements of producing a business plan. To decide upon where in the business plan each aspect of their research will be included for justification.
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Year 10 Btec Tech Award Enterprise
September – December 2021

Week 2	<p>C2 Learning Aim A – A2</p> <ul style="list-style-type: none"> To complete a comprehensive description of their enterprise idea as an introduction into their business plan 	<p>C2 Learning Aim A – A2</p> <ul style="list-style-type: none"> To understand the differences between financial and non-financial aims To understand the acronym SMART objectives To produce one SMART financial and non-financial objectives for the own enterprise. 	<p>C2 Learning Aim A – A2</p> <ul style="list-style-type: none"> To develop their understanding of SMART objectives by receiving peer feedback To build on their existing SMART objective and feedback to develop 2 non-financial objectives and 2 financial objectives for their micro-enterprise.
Week 3	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the differences between selling products and services To understand the concept of unique selling point To develop a unique selling point for their own chosen business and describe it. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the different strategies businesses use to develop a selling price for products. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To apply these strategies to their own business idea To justify the use of their pricing strategies in order to build a comprehensive business plan.
Week 4	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the use of a competitor analysis in making business decision. To conduct a competitor analysis for their own chosen business idea. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the impact of competitors on businesses and apply this knowledge within their own business plan. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the concept of market segmentation and the methods businesses use. To apply this knowledge to their own business idea developing an analysis of who their target market will be and justifying their choice.
Week 5	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the different methods of promotion that businesses may use to communicate with their target customers. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the factors that affect the choice of promotion 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To develop a promotional campaign for their own business idea.

Year 10 Btec Tech Award Enterprise
September – December 2021

Week 6	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To design 3 of the promotional materials that they have previously chosen for their business enterprise. To justify their content and appearance based on their target market. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To design 3 of the promotional materials that they have previously chosen for their business enterprise. To justify their content and appearance based on their target market. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To design 3 of the promotional materials that they have previously chosen for their business enterprise. To justify their content and appearance based on their target market.
Week 7	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their previous research on the physical and human resources required to produce costings for these resources. To differentiate between start-up and running costs producing a costs budget for their enterprise. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the different forms of business finance available to them. To choose and discuss relevant forms of business finance that they could reasonably access to start their enterprise activities. 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand how revenue is calculated To use the knowledge gained on revenue and costs to produce a profit budget

Year 10 – January – February

Week 1	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the use of cash flow forecasting 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To interpret cash flow forecasts for businesses and understand the key calculations that need to be completed 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their own sales and costs budgets to produce a Cash flow forecast for their own business
Week 2	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use the knowledge gained to produce a cash flow forecast for their chosen business enterprise 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use the knowledge gained to produce a cash flow forecast for their chosen business enterprise 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use the knowledge gained to produce a cash flow forecast.
Week 3	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To understand the use of break-even graphs by businesses and to be able to identify the different components present on a break-even graph 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To interpret break-even for businesses and understand the key calculations that need to be completed 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their own sales and costs budgets to produce a break-even graph for their own business enterprise activity

Year 10 Btec Tech Award Enterprise
September – December 2021

Week 4	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their own sales and costs budgets to produce a break-even graph for their own business enterprise activity 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their own sales and costs budgets to produce a break-even graph for their own business enterprise activity 	<p>C2 – Learning aim A – A2</p> <ul style="list-style-type: none"> To use their own sales and costs budgets to produce a break-even graph for their own business enterprise activity
Week 5	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To understand what a risk assessment is and how it is used within business enterprise. 	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To undertake a risk assessment for their chosen enterprise activity 	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To undertake a risk assessment for their chosen enterprise activity
Week 6	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To understand what a contingency plan is and how it is used within business 	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To undertake a contingency plan for the risks identified in their risk assessment and recommend actions to prevent these risks for being realised. 	<p>C2 – Learning Aim A – A2</p> <ul style="list-style-type: none"> To undertake a contingency plan for the risks identified in their risk assessment and recommend actions to prevent these risks for being realised.