

Year 11 BTEC Tech Award Enterprise

- Bullet represents concept driven knowledge lessons
 - ❖ Symbol represent the undertaking of summative assessment – assignment work

Year 11 – September - October

Week 1	<p>Component 1 – Learning Aim A – A1</p> <ul style="list-style-type: none"> - To understand what an enterprise is and how ideas are generated. - To understand how businesses produce goods and services to gain new customers and retain them in the long-term 	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> - To understand the key characteristics of SME’s in relation to purpose and size. - To analyse ways in which these factors can impact the success of a business 	<p>Component 3 – Learning Aim A – A1</p> <ul style="list-style-type: none"> - To understand the different elements of the promotional mix including: Advertising
Week 2	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> ❖ To apply the key concept knowledge to 2 given organisations 	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> ❖ To apply the key concept knowledge to 2 given organisations 	<p>Component 3 – Learning Aim A – A1</p> <ul style="list-style-type: none"> - To understand the different elements of the promotional mix including: Sales Promotion, personal selling, Public relations, Direct marketing
Week 3	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> - To understand the different types of business ownership including; Sole trader and Partnership 	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> - To understand the different types of business ownership including; Ltd & PLC’s 	<p>Component 3 – Learning Aim A – A2</p> <ul style="list-style-type: none"> - To understand the different types of markets that businesses operate in. - To understand the concept of market segmentation and its use for effective marketing
Week 4	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> ❖ To apply the key concept knowledge on business ownership to 2 given organisations 	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> ❖ To apply the key concept knowledge to 2 given organisations 	<p>Component 3 – Learning Aim A – A3</p> <ul style="list-style-type: none"> - To understand the main factors affecting the choice of promotion - Develop the ability to apply knowledge to a given business context
Week 5	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> - To understand the wider moral and ethical responsibilities businesses have within their local and national community 	<p>Component 1 – Learning Aim A – A2</p> <ul style="list-style-type: none"> ❖ To apply the key concept knowledge on wider ethical responsibilities to 2 given organisations 	<p>Component 3 – Learning Aim A</p> <ul style="list-style-type: none"> - To develop an understanding of the requirements of levelled based questions
Week 6	<p>Component 1 – Learning Aim A – A2</p>	<p>Component 1 – Learning Aim A – A2</p>	<p>Component 3 – Learning Aim A</p> <ul style="list-style-type: none"> - To complete a end of unit assessment

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	<p>- To analyse ways in which these factors can impact the success of a business</p>	<p>❖ To assess how effective a given organisation has been in achieving its main purpose.</p>	
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