



Department Information:

The Business & Enterprise Department delivers the Pearson BTEC Tech Award in Enterprise (2022), supporting students to develop practical business knowledge, analytical skills and an understanding of how small enterprises operate. Year 11 focuses on completing the synoptic internal assessment (Component 2) and preparing for the external exam (Component 3).

Curriculum aims and intent:

The Year 11 curriculum aims to ensure students:

- Consolidate and apply their enterprise knowledge from Year 10.
- Produce a high quality business plan and deliver a confident pitch for Component 2.
- Strengthen their understanding of promotion and finance in preparation for the Component 3 exam.
- Develop strong exam technique, including data interpretation, structured responses and justified recommendations.
- Understand how enterprise skills link to future careers in marketing, finance, retail, entrepreneurship and customer service.

Resources used to support learning:

Core Textbook (All Components, including Component 3)
BTEC Tech Award 2022 Enterprise – Student Book (3rd Edition)

- Publisher: Pearson Education
- Publication Date: 20 January 2023
- ISBN 13: 9781292444611
- ISBN 10: 1292444614
- Format: Paperback
- Description:
Comprehensive coverage of Components 1, 2 and 3 with case studies, worked examples, financial calculations and exam style questions.

Home Learning:

Students receive one homework task per week, including:

- Revision questions
- Financial calculation practice
- Pitch preparation tasks
- Exam technique activities
- Research tasks

Assessment:

- Component 2: Planning for and Pitching an Enterprise Activity
Internal coursework. Students finalise their business plan, pitch their idea and complete a written review.
Completed in the December Year 11 window.
- Component 3: Promotion and Finance for Enterprise
External exam. Students revisit all exam content from January to May, focusing on knowledge recall, application and exam technique.

How parents can help their child:

Parents can support progress by:

- Encouraging regular revision and retrieval practice
- Discussing real world businesses, pricing, promotions and customer experiences
- Helping students rehearse their pitch
- Supporting financial calculation practice
- Ensuring deadlines for Component 2 are met
- Encouraging attendance at revision sessions

Term	Summary of work being covered	Knowledge, Understanding and skills assessed	How the work is assessed	Career Links
1	Component 2 – Business Plan Completion (Learning Aim A & B) Students consolidate their enterprise idea, complete research, and finalise their business plan using the PSA requirements.	• Market research interpretation • Financial planning (costs, pricing, break even, cash flow) • Marketing and promotional planning • Operational planning and feasibility	• Draft business plan sections • Teacher checkpoints • Completion of Learning Aim A & B evidence	Links to business planning, entrepreneurship and project management.
2	Component 2 – Pitching and Review (Learning Aim C) Students prepare and deliver their pitch, then complete a written review evaluating strengths, weaknesses and improvements.	• Pitching skills and communication • Presentation structure and delivery • Self evaluation and reflective practice	• Pitch delivery (video evidence) • Written review • Final submission for December moderation window Mock exam based on Component 3	Relevant to sales, public speaking, marketing and enterprise consultancy.
3	Promotion (Exam Content Revision) Students revisit promotional methods, branding, target markets and the promotional mix.	• Aims of promotion • Advertising, sales promotion, personal selling • Digital marketing and branding • Selecting appropriate promotional strategies	• Exam style questions • Retrieval quizzes • Mini case studies	Supports careers in advertising, digital marketing and brand management.
4	Component 3 – Finance for Enterprise (Part 1) Students revisit financial documents and statements used by enterprises.	• Revenue, costs and profit • Break even analysis • Cash flow forecasting • Financial documents (invoices, statements, receipts)	• Structured calculation tasks • Topic tests • Practice papers Mock exam based on Component 3	Links to accounting, bookkeeping and financial administration.
5	Component 3 – Finance (Part 2) & Exam Technique Students consolidate financial knowledge and focus on exam technique, timing and extended responses.	• Interpreting financial statements • Using financial data to make decisions • Structuring 6 and 8 mark answers • Full exam practice	• Mock exam • Targeted revision tasks • Teacher feed forward tasks	Relevant to business analysis, operations management and enterprise consultancy.
6	Exam Period for Year 11s			