

## Walthamstow Academy - Year 11 Curriculum Experience BTEC Business

Term	BTEC Business Curriculum Content	Assessment(s)	Extra-Curricular Options <i>(Places to visit; videos; wider reading; clubs to join)</i>
<p><b>Year 11 BTEC Business Curriculum Overview:</b></p> <p><i>Year 11 will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Students will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.</i></p> <p><i>Year 11 will develop skills in analysing information and giving advice for a specific purpose, which will support your progression to Level 2 or 3 vocational or academic qualification</i></p> <p><i>If you are going to succeed as an entrepreneur or as an innovator in business, you need to have great ideas and plan how you are going to put them into practice. Any enterprise needs to plan how it will succeed through working out how it can harness physical, financial and human resources – which means the skills that you and others bring. An entrepreneur will also have to pitch their ideas to an audience in order to secure funding.</i></p>			
<b>Year 11 HT1</b>	<p><b>Unit Title: Promotion &amp; Financial Records</b></p> <p>Students will cover:</p> <ul style="list-style-type: none"> <li>• Elements of the promotional mix and their purposes</li> <li>• Targeting and segmenting the market</li> <li>• Factors influencing the choice of promotional methods</li> <li>• Financial records</li> <li>• Financial documents</li> <li>• Payment methods</li> <li>• Sources of revenue and costs</li> <li>• Terminology in financial statements</li> <li>• Statement of comprehensive income</li> </ul> <p>Students learn about a range of Financial Documents and their uses. They also investigate the suitability of various Sources of Finance for different acquisitions. Numeracy skills are also developed in this Unit.</p>	<p><b>Summative</b></p> <p>2 hr Written Paper based on Business Case Studies</p>	<p>BTEC Tech Award Textbook</p> <p>Links to Business Websites in Teaching Slides available on Google Classroom</p> <p>Pearson Revise BTEC Tech Award Guide</p>

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<p><b>Year 11 HT2</b></p>	<p><b>Unit Title: Financial Planning and Forecasting</b> Students will cover:</p> <ul style="list-style-type: none"> <li>• Statement of financial position</li> <li>• Profitability and liquidity</li> <li>• Financial planning and forecasting</li> <li>• Using cash flow data</li> <li>• Financial forecasting</li> </ul> <p>Students learn how to understand Company Accounts to assess the Performance of a Business. Calculations and Ratio's are used which help develop students Numeracy skills.</p>	<p style="text-align: center;"><b>Summative</b> 2 hr Written Paper based on Business Case Studies in February</p>	<p>BTEC Tech Award Textbook</p> <p>Pearson Revise BTEC Tech Award Guide</p> <p style="text-align: center;"><a href="http://www.bized.co.uk">www.bized.co.uk</a></p>
<p><b>Year 11 HT3</b></p>	<p><b>Unit Title: Financial Planning and Forecasting</b> Students will cover:</p> <ul style="list-style-type: none"> <li>• Suggesting improvements to cash flow problems</li> <li>• Break-even analysis and break-even point</li> <li>• Sources of business finance</li> </ul> <p>Students learn how to use Cashflow and Breakeven Analysis to make decisions about the viability of a Business.</p>	<p style="text-align: center;"><b>Summative</b> 2 hr Written Paper based on Business Case Studies in February</p>	<p>BTEC Tech Award Textbook</p> <p>Pearson Revise BTEC Tech Award Guide</p>
<p><b>Year 11 HT4</b></p>	<p><b>Unit Title: Explore ideas and plan for a micro-enterprise activity</b> Students will cover:</p> <ul style="list-style-type: none"> <li>• A1 Generating ideas for a micro-enterprise activity:             <ul style="list-style-type: none"> <li>○ Factors to be considered when selecting final idea</li> <li>○ A skills audit by learners, to consider</li> </ul> </li> <li>• A2 Plan for a micro-enterprise activity:</li> </ul>	<p><b>Summative Assessment</b> Explore ideas and plan for a micro-enterprise activity – Learning Aim A</p> <p style="text-align: center;">Non-exam internal assessment set by Pearson,</p>	<p>Links to Business Websites in Teaching Slides</p> <p style="text-align: center;">Local Business Visits</p> <p style="text-align: center;">Dragon's Den videos on YouTube</p>

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	<ul style="list-style-type: none"> <li>○ Product or service to be sold</li> <li>○ Identifying the target market</li> <li>○ Methods of communication with the customer</li> </ul> <p>Students research various business ideas and make a judgement on the most likely to be successful. Students learn how to produce a Business Plan investigating all aspects of starting a business.</p>	<p>marked by the centre and moderated by Pearson.</p>	<p><a href="http://www.tutor2U.com">www.tutor2U.com</a></p>
<p><b>Year 11 HT5</b></p>	<p><b>Unit Title: Pitch and Review a micro-enterprise activity</b></p> <p>Overview of the unit:</p> <ul style="list-style-type: none"> <li>● Learning aim B: Pitch a micro-enterprise activity</li> <li>● B1 Pitching a micro-enterprise activity</li> <li>● B2 Presenting a business pitch</li> <li>● Learning aim C: Review own pitch for a micro-enterprise activity</li> <li>● C1 Using feedback and review to identify possible changes to the pitch</li> <li>● Reviewing plan and personal performance, reflecting on feedback gathered from others</li> </ul> <p>Students develop their confidence, public speaking and communication skills when presenting a business pitch similar in style to the ‘Dragon’s Den’</p>	<p><b>Summative Assessment</b></p> <p>Pitch and Review a micro-enterprise activity – Learning Aim B</p> <p>Non-exam internal assessment set by Pearson, marked by the centre and moderated by Pearson.</p>	<p>BTEC Tech Award Textbook</p> <p>Dragon’s Den videos on YouTube</p>