


Business Department - BTEC Enterprise and Entrepreneurship – Year 12

 Shirley High Curriculum Map	<i>A year 12 Enterprise and Entrepreneurial student will gain skills relating to, and an understanding of, how a marketing campaign is developed. In addition, students will study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information. In the final ½ term of the year students will be introduced to 2 new units.</i>					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	Unit 2: Principles of marketing Unit 3: Personal and business finance	Unit 2: Principles of marketing Unit 3: Personal and business finance	Unit 3: Personal and business finance	Unit 3: Personal and business finance	Unit 3: Personal and business finance	Unit 1: Enterprise and Entrepreneurs Unit 7: Social enterprise
Why Now?	U2: This introductory unit will enable students to gain skills relating to, and an understanding of, how a marketing campaign is developed. U3: This introduces the students to study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information	U2: This introductory unit will enable students to gain skills relating to, and an understanding of, how a marketing campaign is developed. U3: This introduces the students to study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information	U3: This introduces the students to study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information	U3: This introduces the students to study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information	U3: Exam preparation and practice in readiness for the exam in May.	U1: This is an introduction into the nature of enterprise and the mindset of entrepreneurs U7: This introduces students to social enterp[ri]ses by investigating current organisations.
Fundamental Concepts	U2: Principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Using information to develop the rationale for a marketing campaign U3: Understand the importance of managing personal finance Explore the personal finance sector	U2: Plan and develop a marketing campaign U3: Explore the personal finance sector	Managing personal finance Features of financial Institutions Communicating with customers Consumer protection in relation to personal finance Information guidance and advice	Understand the purpose of accounting Understand how break even & financial statements	Exam technique	U1 Explore the nature of enterprise
Students will...	U2: The role and influence of marketing Purpose of researching information to identify the needs and wants of customers Market research methods and use Developing the rationale Understand the role of marketing and its application and importance for exchanges between organisations, customers and suppliers of for-profit and not-for-profit organisations. Understand the importance of marketing organisations meeting marketing objectives to achieve the overall aim of the organisation. Understand the methods of gathering research using traditional and digital methods, and the importance of continuous market research U3: Functions and role of money	U2: Marketing mix Marketing campaign U3: Functions and role of money	Features of financial institutions Communicating with customers Consumer protection in relation to personal finance Information guidance and advice	Purpose of accounting Types of income Types of expenditure Cash flow forecasts Break-even analysis Statement of comprehensive income Statement of financial position Measuring profitability	Exam technique and revision	U1: The process of using creativity and innovation to meet customers' needs and aspirations U1: Mindsets of entrepreneurs U7: The Principles and values of social enterprises U7: The types and operation of social enterprises
Language for Life (Key terms/ Vocabulary)	Command verbs linked to specific criteria eg: pass = describe, merit = analyse, distinction = evaluate					
Extended writing Opportunities	Formally assessed written report Assignment A&B	Formally assessed written report Assignment C&D	Formally assessed written report	Formally assessed written report	External exam 20/05/2022	Formally assessed written case studies
Maths Across the Curriculum						
Links to careers/ aspirations	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces	All units are given a vocational context, linking how the skills and assessment outcomes relate to different workplaces
Cultural Capital	Book: Start Now. Get Perfect Later Place –Institute of Marketing/ UCAS TV – Marketing in practice	Book – Principles and Practice of Marketing Place – Institute of marketing London TV – McDonalds annotated history	Book: B2B Customer Experience: A practical guide to delivering exceptional CX. Paul Hague TV/film: Place: The London Eye	Book: 1page Marketing Plan: get new customers, make more money, And stand out from the Crowd. Dib Alan TV/film: Extended marketing mix, Apple v Poundland Place: Thorpe Park/ Alton Towers	Book: Revision book TV/film: How to prepare for your exams - youtube Place: Tutor2u workshop	Book: The Craft Business Planner: This Year: Create the Handmade Business of your Dreams: Rachel Leggit TV/film: - Food incorporated: https://www.youtube.com/watch?v=5eKYyD14d_0 Place: Skye Alexandra House CIC provide social enterprise workshops each month
Practical Application of Skills	Using real life businesses as situational context, applying theory which allows learners to delve into the decisions they make (or not) and the concurrent analysis that has real life implications in the ever changing world we live in, for businesses and all of their stakeholders. Learners will then evaluate the theory in relation to numerous examples and the impacts that have been created for all topics to give them a well-rounded understanding of a variety of industries to understand the impact of business.					