

Business Department - BTEC Enterprise and Entrepreneurship – Year 12 (Extended Certificate)

 Shirley High Curriculum Map	<i>To provide the students with an insight to how businesses operate within the real world and understand the integration of every functional area within a business. In addition, to nurture students to have a lifelong interest in the development of businesses locally, nationally and internationally.</i>	
	Autumn Term	Spring / Summer Term
	Theme/Topic/Skill:	Theme/Topic/Skill:
	UNIT 2 – DEVELOPING A MARKETING CAMPAIGN - (90)	UNIT 1 – ENTERPRISE AND ENTREPRENEURSHIP – (90)
Why Now?	This is one of the examined topics in year 12 of the 2 year course. Unit 2 will be sat by pupils in January of the 1 st academic year. This is to help spread the load of the examined units through the year and give the students the opportunity to resit if necessary as they have 2 chances.	This unit links to all other units in the programme. This will be the 1 st internal unit and is fundamental to and supports other units in the programme.
Fundamental Concepts	UNIT 2 - To gain skills relating to and an understanding of how a marketing campaign is developed.	UNIT 1 – To students to gain an overview of the importance of both enterprise and entrepreneurship to the local and national economy.
Students will...	UNIT 2 - Pupils will be able to examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and wants.	UNIT 1 – Explore the nature of enterprise. Investigate the motivations for entrepreneurship. Examine the opportunities and constraints for enterprise and entrepreneurs. Examine the entrepreneurial skills required to launch an enterprise.
Language for Life (Key terms/ Vocabulary)	Unit 2 – Primary/Secondary research - Learners proactively seek information from primary and secondary sources.	Unit 1 – Explore – Skills and/or knowledge involving practical research or testing. Discuss – Learners consider different aspects of a theme or topic, how they interrelate and the extent to which they are important. A conclusion is not required. Investigate – Learners conduct an inquiry or study into something to discover and examine facts and information. Assess – Learners present a careful consideration of varied factors or events that apply to a specific situation or, to identify those which are the most important or relevant and arrive at a conclusion. Justify – Learners give reasons or evidence to support an opinion or prove something right or reasonable. Analyse – Learners present the outcome of the methodical and detailed examination. This can be through activity, practice, written or verbal presentation. Evaluation – Learners' work draws on varied information, themes or concepts. Learners' inquiries should lead to a supported judgement showing relationship to its context. This will often be a conclusion. Evidence will often be written but could be through presentation or activity.
Extended writing Opportunities	Unit 2 external exam – Activity 1 and Activity 2.	Unit 1 – A written report on a successful enterprise and its entrepreneur, considering the mindset of the entrepreneur, the opportunities and risks taken, the motivation for the venture and its importance to the economy.
Maths Across the Curriculum	Unit 2 - Budgeting / Timeline	Unit 1 – Understanding financial statements ☐ Cash flow / Profit and Loss etc.
Links to careers/ aspirations	Unit 2 & Unit 3 - Guest speakers / work experience / business material as examples / visits to appropriate businesses.	Unit 1 – Guest speakers / Work experience This unit will help students progress to employment by helping to develop key employability skills, or to vocational training.
Cultural Capital	Unit 2 – Promote Research skills based on resources available to a diverse range of pupils.. Accurate marketing (Pupils to consider their audience when deciding on type of marketing to be used). Not all of the target audience will have IT equipment for example. So alternatives must be considered to reach the chosen cohort. Book: How Brands become Icons Place –Travel Agents TV – The Writers Room	Unit 1 – Develop the skills to become an entrepreneur. Be able to assess whether a risk is worth taking in business. And identifying target markets and competition. Book – Enterprise, Entrepreneurship and Small Business. Place – Local council / Partnerships with local businesses / work experience TV – The Local Apprentice / Drageon's Den
Practical Application of Skills	Unit 2 - Preparing a rationale for a marketing campaign. Prepare a budget plan for the marketing campaign.	Unit 1 – Being able to think strategically. Having clear communication and interpersonal skills to negotiate successfully and deal with stakeholders. Being able to deal with all aspects of running an enterprise such as finance, legal aspects, marketing and production.