

Curriculum Overview Business – Holly Lodge Girls' College

Year 11		
Component 2 Planning and Presenting a Micro-Enterprise Idea (September – December)		
Title	Curriculum content	Assessment
Choose an idea and produce a plan for a micro-enterprise idea	<ul style="list-style-type: none"> <li>• Choosing ideas for a micro-enterprise</li> <li>• Plan for a micro-enterprise</li> </ul>	<p>DIRT</p> <p>Person Set Assignments (PSA's)</p> <p>Assessment windows September - December &amp; January - May</p>
Present a plan for the micro-enterprise idea to meet specific requirements	<ul style="list-style-type: none"> <li>• Production of presentation</li> <li>• Delivery of presentation</li> </ul>	
Review the presentation of the micro-enterprise idea to meet specific requirements	<ul style="list-style-type: none"> <li>• Review of presentation</li> </ul>	
Component 3 Marketing and Finance for Enterprise (January – May)		
Title	Curriculum content	Assessment
Marketing activities	<ul style="list-style-type: none"> <li>• Targeting and segmenting the market</li> <li>• 4Ps of the marketing mix</li> <li>• Factors influencing the choice of marketing methods</li> <li>• Trust, reputation and loyalty</li> </ul>	<p>DIRT</p> <p>Mock questions and mock exam during teaching and learning.</p> <p>BTEC external exam Marketing and Finance for Enterprise <b>Wednesday 8<sup>th</sup> May 2024</b></p>
Financial documents and statements	<ul style="list-style-type: none"> <li>• Financial documents</li> <li>• Payment methods</li> <li>• Revenue and costs</li> <li>• Financial statements</li> <li>• Profitability and liquidity</li> </ul>	
Financial planning and forecasting	<ul style="list-style-type: none"> <li>• Budgeting and cashflow</li> <li>• Sources of business finance</li> <li>• Suggesting improvements to cash flow problems</li> <li>• Break-even point and break-even analysis</li> </ul>	

