

EMMANUEL COLLEGE
THE BUSINESS AND COMPUTING DEPARTMENT
 Year 11 BTEC Enterprise



BTEC Enterprise Year 11	Autumn Term and Spring, Half Term 1
	Component 3: Promotion and Finance for Enterprise (Assessment by external examination).
Key Question(s)?	<p>How can the performance of an enterprise can be affected by both internal and external factors? How can an awareness of the impact of these factors and the strategies that businesses can use help to make the most of opportunities and help minimise any threats? How can analysing financial information in an enterprise context help to monitor the performance of an enterprise and help the enterprise to develop strategies to improve its performance? How can the different elements of the promotional mix help to identify target markets and be used to put forward strategies that enterprises can use to increase their success in the future?</p>
Threshold Concepts	<p>Section A Promotion What are the different methods of promotion used by enterprises? This includes a consideration of their suitability for different sizes of enterprise, including the factors enterprises consider when choosing the most appropriate methods of promotion.</p> <p>Section B Financial records Students will need to be able to complete, interpret and check the information on financial documents and statements. Students will learn to complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions. Students should be able to categorise total assets and liabilities using a statement of financial position.</p> <p>Section C Financial planning and forecasting Students will learn to complete cash flow forecasts, and investigate the effects of positive and negative cash flow on an enterprise.</p> <p>What is the purpose of a cash flow forecast? Analysis of cash flow information – considering changes in inflows and outflows over a period and how this affects the enterprise, considering differences between predicted and actual cash flow. This includes consideration of how to improve cash flow problems.</p> <p>Students will consider why enterprises may plan different sources of finance for different purposes or at different stages and the relevance of each source.</p>
Link to Prior Learning	Component 3 is a synoptic unit and is designed to build upon the knowledge, understanding and skills acquired and developed in both Components 1 and 2.
Knowledge and Sequencing Rationale	There are two sections to this component. It starts with looking at marketing and promotion and how that impacts the success of a business. This leads on to a discussion of the audit trail involved in the sales process and the flow of financial documentation. These documents lead to the production of financial statements – income statement and statement of financial position.

	<p>Cash flow and break-even are also considered leading onto the identification of problems. This links back to the marketing and promotion strategies and how they can be improved as well as financial strategies to improve the financial position of a business.</p>
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