EMMANUEL COLLEGE
CORE KNOWLEDGE

What I will know and understand by the end of Year 11

	In BTEC L1/L2 Enterprise we will be learning:	This links to:	Key Vocabulary:
1	**COMPONENT ONE: EXPLORING ENTERPRISES (Controlled assessment – 30%)** **Learning outcome A: Understand how and why enterprises and entrepreneurs are successful** • A1 Size and features of SMEs • A2 Markets, sectors, models and industries in which enterprises operate • A3 Aims and activities of enterprises • A4 Skills and characteristics of entrepreneurs **Learning outcome B: Understand customer needs and competitor behaviour through market research** • B1 Market research methods • B2 Understanding customer needs • B3 Understanding competitor behaviour • B4 Suitability of market research methods **Learning outcome C: Understand how the outcomes of situational analyses may affect enterprises** • C1 PEST (Political, Economic, Social, Technological) analysis • C2 SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis	In Component Two: • Students will use the concepts that they learned in component one to help them identify a micro business idea. This will include identifying their skills and characteristics how they will help them to address an identified gap in the market. • Students will use market research to assess the viability of their idea. • Students will consider the actions of competitors and how they will impact on the possible future success of their business idea. In Component Three students will use their knowledge learnt to help them in learning aim A.	• SMEs • Profit • Sole trader • Partnership • Limited liability partnership (LLP) • Limited liability company (ltd) • Business to Business (B2B) • Business to Customer (B2C) • Goods and Services • Bricks and clicks and flips • E-commerce • Breaking-even • Ethical • Environmentally friendly • Social service • Skills and Characteristics • Market research • Primary vs Secondary • Qualitative and Quantitative • Competition
2	**COMPONENT TWO: PLANNING AND PERSENTING A MICRO-ENTERPRISE IDEA (Controlled assessment – 30%)** **Learning outcome A: Choose an idea and produce a plan for a micro-enterprise idea** • A1 Choosing ideas for a micro-enterprise • A2 Plan for a micro-enterprise **Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements** • B1 Production of presentation • B2 Delivery of presentation **Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements** • **C1** Review of presentation	In Component Three students will use their knowledge learnt to help them in learning aims A & B.	• Budgets • Costs and Prices • Gaps in the market • Financial vs non-financial aims • Social enterprise • Pricing strategies • Promotion • Cash flow • Resources • Risk assessment • Viability

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3	**COMPONENT THREE: MARKETING AND FINACE FOR ENTERPRISE (External synoptic exam – 40%)** **Learning outcome A: Marketing activities** • A1 Targeting and segmenting the market • A2 4Ps of the marketing mix • A3 Factors influencing the choice of marketing methods • A4 Trust, reputation and loyalty **Learning outcome B: Financial documents and statements** • B1 Financial documents • B2 Payment methods • B3 Revenue and costs • B4 Financial statements • B5 Profitability and liquidity **Learning Outcome C: Financial planning and forecasting** • C1 Budgeting • C2 Cash flow • C3 Suggesting improvements to cash flow problems • C4 Break-even point and break-even analysis • C5 Sources of business finance	Component Three is a synoptic unit. It uses and develops the knowledge that students have learnt in Components One and Two.	• Target market • Market segmentation • Marketing mix • Brand image • Perceptions (quality, value, variety) • Customer service • Financial documents • Profit and loss account (statement of comprehensive income) • Balance sheet (statement of financial position) • Stakeholders • Profitability and liquidity • Budgeting and budgetary control • Internal sources of finance vs External sources of finance • Long-term vs short-term • Hire purchase (HP) • Leasing • Loans • Peer-to-peer lending (P2P) • Business angels • Overdraft • Crowdfunding • Trade credit • Government and charitable grants

Target Grade:		**AP1:**		**AP2:**		**AP3:**		**End of year exam**	