

BTEC Tech Business Enterprise Sequencing Map

| Unit No & Title | Task | Learning Objective | Assessment Criteria | | Teacher |
|--|--------------------------------|---|--|----------------------------------|---------|
| Unit 1 The Business Enterprise Environment | External exam | Start Date: 09/09/2020 | | HT1 - HT3 September - January | CHS |
| Unit 2 Researching a Concept for a New or Revised Product or Service | Being enterprising | A: Investigate how enterprise skills contribute to business success B: Generate enterprise ideas using creativity techniques C: Investigate market research for a selected enterprise idea | P1 ,P2, M1, D1 P3, P4, P5, M2, D2 | HT2 - HT3 November - January | AHU |
| Unit 3 Promoting and Financing an Enterprise Idea | Promoting your enterprise idea | A: Investigate the appropriateness of promotional methods for the enterprise idea B: Produce a promotional plan for the enterprise idea C: Produce a financial plan for the enterprise idea | P1, M1, P2, M2, D1 P3, P4, M3, D2 | HT3 - HT4 February - April | BAA |
| Unit 4 Planning and Pitching an Enterprise Idea | Pitch Perfect | A: Prepare a business plan for the new enterprise idea B: Present a business pitch to an audience, including a potential investor or business advisor C: Review and revise the business plan to respond to feedback | P1, M1, D1 P2, P3, M2, D2 P4, M3, D3 | HT3 - HT4 February - April | AHU |