



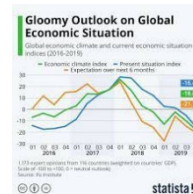
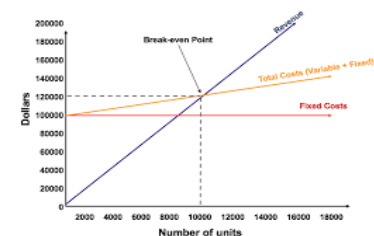
# Gordon's School Business Department

## BTEC Enterprise - Curriculum Map



### Key Words / Skills:

- Development of core knowledge and understanding of business concepts.
- Application of business concepts and issues to a enterprises.
- Analysis and evaluation leading to comprehensive judgments.



### Component 3: Learning Aim C

Financial planning and forecasting

### Component 3: Learning Aim B

Financial documents and statements

### Component 3: Learning Aim A

Marketing activities

C1 Review of presentation

### COMPONENT 3: MARKETING AND FINANCE FOR ENTERPRISE

### Component 2: Learning Aim C

Review the presentation of the micro-enterprise idea

### Component 2: Learning Aim B

Present a plan for the micro-enterprise idea

B2 Delivery of presentation

B1 Production of presentation

Year 11

A2 Plan for a micro-enterprise

A1 Choosing ideas for a micro-enterprise

### Component 2: Learning Aim A

Choose an idea and produce a plan for micro-enterprise idea

### COMPONENT 2: PLANNING AND PRESENTING A MICRO-ENTERPRISE IDEAS

C2 SWOT analysis

C1 PEST analysis

### Component 1: Learning Aim C

Understand how the outcomes of situational analyses may affect enterprises

B4 Suitability of market research methods

B2 Understanding customer needs

B1 Market research methods

B3 Understanding competitor behaviour

### Component 1: Learning Aim B

Understand customer needs and competitor behaviour through market

### COMPONENT 1: EXPLORING ENTERPRISE

### Component 1: Learning Aim A

Understand how and why enterprises and entrepreneurs are successful

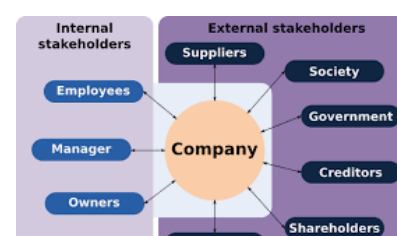
A1 Size and features of SMEs

A4 Skills and characteristics of entrepreneurs

A3 Aims and activities of enterprises

A2 Markets, sectors, models and industries

Year 10



Exam Specification:



Should this QR code not work, please click [here](#) to view the relevant specification.

XYZ Truss Co. Income Statement 2019	
Description	Amount
Sales	\$ 1,000,000
Cost of Goods Sold	\$ 750,000
Gross Profit	\$ 250,000
Operating Expenses	\$ 75,000
Selling	\$ 50,000
Administrative	\$ 35,000
Total Operating Expenses	\$ 160,000
Income from Operations	\$ 90,000
Non Operating Expenses	
Interest on Loans	\$ 10,000
Pre Tax Income	\$ 80,000
Income Tax (25%)	\$ 20,000
Net Income	\$ 60,000