



# Gordon's School Business Department

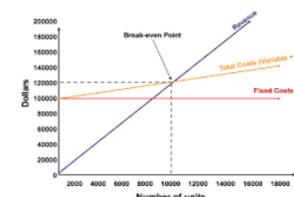
## BTEC Enterprise - Curriculum Map



### Key Words / Skills:

- AO1 - Demonstrate knowledge and understanding of business concepts.
- AO2 - Apply Knowledge and understanding of business concepts and issues to a variety of contexts.
- AO3 - Analyse and evaluate business information and issues to demonstrate understanding activity.

**Component 2: Learning Aim C**  
Using feedback and review business plan



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

B1. Pitching a micro-enterprise

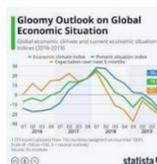
**Component 2: Learning Aim B**

A2. Plan for micro-enterprise activity

B2. Presenting a business pitch

**Pitch a Micro-enterprise Activity**

A1. Generating ideas for micro-enterprise



**Component 2: Learning Aim A**  
Planning for and Pitching an Enterprise Activity

Year 11

**Component 1: Learning Aim C**  
Investigate the factors that contribute to the success of an enterprise

C1. Internal factors

C3. Situational Analysis

C2. External Factors

C4. Measuring the success of an SME

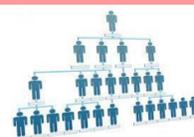


**Component 3: Promotion Finance for Enterprise**

B3. Understanding competitors

B2. Using market research to understand customers

B1. Customer needs



**Component 1 Learning Aim B:**  
Explore how market research meets customer needs

Year 10

**Component 1: Learning Aim A**  
Examine the characteristics of Enterprise

A1. What is Enterprise

A2. Types and characteristics of SME

A4. Entrepreneurs

A3. Purpose of enterprise



Exam Specification:



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

