

Unit Overview: BTEC TECH AWARD ENTERPRISE**Year 10**

Half-Term:	AUT 1	AUT 2	SPR 1	SPR 2	SUM 1	SUM 2	No of Lessons:	
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Key Focus for Unit:**COMPONENT 1:- EXPLORING ENTERPRISE****Weighting: 30%***What is the key knowledge being delivered?**What is the intent of this unit?***Component 1 Focus:****Learning Aim C: Examine the impact of internal and external factors on enterprises.**

Learners will investigate the internal and external factors which contribute to the success or failure of enterprises. They will use situational analysis models such as "SWOT" and "PEST" to evaluate how the success of SMEs are impacted.

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

Week 1-4: Analysing internal factors affecting a range of enterprises, their strengths and weaknesses (SWOT analysis), including:

- understanding their markets (competition and customers)
- keeping customers satisfied
- planning and financing effectively, and coping with unforeseen costs
- marketing and promoting the enterprise
- unforeseen human resources costs.

How internal factors determine the success or failure of an enterprise.

- competitors (new or existing)
- consumer confidence in the economy
- changes in consumer legislation, sales and labelling of products, and the misuse of information.

Week 5-6: Analysing external factors affecting a range of enterprises using PEST analysis:

- Political – governmental changes, new regulations, changes in taxation.
- Economic – growth/recession, level of employment.
- Social – changing consumer behaviour, social trends, taste.
- Technological – automation, internet, rate of technological change.

How external factors determine the success or failure of an enterprise.

Week 7: How internal and external factors can help or prevent an enterprise from meeting its business aims and methods of measuring success relating to:

- surviving
- making a living
- breaking even
- making a profit
- maintaining/increasing sales volume/value
- maintaining/increasing market share
- meeting customer needs

maintaining/increasing customer satisfaction/reputation.

Key Knowledge and Big Ideas:

*What **Powerful Knowledge** and **Big Ideas** are explored in this Unit?*

*How have these progressed from previous learning? What **gaps in knowledge** have you identified from **baselining** and how are they being closed?*

The big idea for this learning aim is **the impact of internal and external factors on enterprises (SME)**.

Students will develop researching, inquiring, communication, problem solving and analytical skills throughout the course

The powerful Knowledge students will learn in this learning aim will include the use of situational analysis models such as “SWOT” and “PEST” to evaluate the impact of internal and external factors on enterprises. Students will be able to explain which of the factors are of utmost importance to the success of their chosen enterprises and give reasons for that.

Knowledge from each topic is explicitly referenced through the knowledge organisers. Baseline testing will make explicit reference to this

Gaps in learning, knowledge and skills development are addressed weekly in lessons through coursework, marking and feedback, low stake test and retrieval practice. Data from these will form the basis for lesson planning, including:

Sequencing of lessons

Retrieval practice based on low-stakes testing

Homework will be linked to the content taught in class.

Unit Assessment:

How will this unit be assessed?

What is the frequency of assessments – baselines etc?

This component is internally assessed through coursework. Students will be given assignment brief about the component to complete and their work will be assessed using grading criteria from the specification. We strive to ensure all students complete with either level 2 Pass, Merit or Distinction.

Evidence of this work will be a word-processed document which assess how two situational analysis model have been used to evaluate the impact of internal and external factors of two SMEs.

<u>Key Skills Explored</u>	<u>Vocabulary Selected for DVI</u>	<u>Links to Previous Unit</u>
<ul style="list-style-type: none">• Researching internal and external factors affecting the success of SMEs.• Use situational analysis to evaluate the impact of factors on the success of two SMEs• Identifying which of the factors have the most impact on the SMEs and give reasons.	Contrast, Internal factors, External Factors, Interest rate, exchange rate, inflation, Gross Domestic Product	
<u>Links to Careers/Employability</u>	<u>How does this unit prepare students for the next unit?</u>	

Banking,
Retail management,
Entrepreneurship
Human Resource
Management
Accounting,
Economics,
Marketing

This component gives students the fundamental knowledge about the purposes and activities of SME which is crucial for components 2 and 3 which deals with Planning for and Pitching a micro enterprise activity and promotion and finance for micro enterprises. Students require the knowledge of component 1 to be able to succeed of components 2 and 3.