

# BTEC Tech Business Enterprise Sequencing Map

Unit No & Title	Task	Learning Objective	Assessment Criteria	Hand Out Date	Hand In Date		Teacher
Unit 1 The Business Enterprise Environment	External exam	Start Date: 09/09/2020		Test Date: 23/01/2020		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	12/2/2019	1/10/2020	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	3/2/2020	3/27/2020	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	3/2/2020	3/27/2020	HT3 - HT4 February - April	AHU