

BTEC Tech Enterprise Level 1 and 2

Timeline	Content
Year 1 September – February	Component 3 – Promotion and Finance Exam Promotion <ul style="list-style-type: none"> • What is promotion? • Personal selling • Sales promotion • Direct marketing • Advertising • Public Relations • Segmentation • Message and Medium • B2B and B2C Finance <ul style="list-style-type: none"> • Costs • Fixed and variable costs • Break-even • Cash flow • Assets and liabilities • Statement of financial position • Comprehensive income • Ratios • Different types of payment Exam date late January or early February
Year 1 February – July	Component 2 – Planning for and pitching an enterprise activity A: Explore ideas and plan for a micro-enterprise activity B: Pitch a micro-enterprise activity C: Review own pitch for micro-enterprise activity
Year 2 September - April	Component 1 – Enterprise in Business A: Examine the characteristics of Enterprises B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour C: Investigate the factors that contribute to the success of an enterprise