

Curriculum Journey 2026-2027

Subject: BTEC Enterprise

Exam board: Pearson

Year 10	Half Term 1	Half term 2	Half Term 3	Half Term 4	Half term 5	Half Term 6
Topic	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 3: Marketing and Finance Enterprise Learning Aim A	Component 2: Choosing ideas for a micro- enterprise
Vocabulary	Enterprise Sole trader Partnership Limited liability Social enterprise Qualitative Quantitative Skills Characteristics Entrepreneurs	Competitor Product Customer service Price Human resources Competitors Aims Profit Breaking-even Expanding	Sales Ethical PEST Political Economic Social Technological Customers Business to Business (B2B) Business to Customer (B2C)	Unique selling point (USP) Location Branding Reputation Threats Social enterprise Goods Service Bricks and clicks E-commerce.	Target market Segmentation Demographics Penetration Competitive Skimming Cost Plus Premium Place Promotion	Entrepreneur Resources Constraints Costings Potential Budget Research Competition Activity Micro
Assessment	First draft of Task 1a – Aims and Activities	First draft of Task 1b – Skills and Characteristics and Task 2 Market Research	First draft of Task 3a PEST and Task 3b SWOT	Controlled assessment 5 tasks (1a, 1b, 2, 3a and 3b)	Controlled assessment 5 tasks (1a, 1b, 2, 3a and 3b)	First draft of Task 1a Controlled assessment Task 1a



Links to prior learning	N/A New knowledge	How do the skills and characteristics of entrepreneurs helps achieve the aims (task 1a)	N/A new knowledge	Links to work completed in HT1, 2 and 3 (first drafts).	Links to work completed in HT1, 2 and 3 (first drafts).	N/A new knowledge
Catholic Social Teaching	Creation and Environment The Common Good	Dignity of work and participation	Creation and Environment Peace The Option for the Poor	Dignity of work and participation Creation and Environment Peace The Option for the Poor	Dignity of work and participation Creation and Environment Peace The Option for the Poor	Dignity of work and participation Creation and the Environment
Careers and Personal Development links	Research and investigation skills Aintree Racing to Schools Enterprise Event	Time management and organisation skills. Link to local entrepreneurs and job roles where specific skills/characteristics are needed.	Analytical and critical thinking skills Visit from a local entrepreneur or alumni to talk about joys and challenges of running a SME.	Time management and organisation skills. Professionalism online. Links to employers researching staff prior to interview. CV writing in Careers lesson.	Time management and organisation skills. Promoting products and services effectively links to careers in digital marketing, content creator and advertising.	Innovation Skills to start your own business in the future. Encourages innovation and taking initiative — key traits in self-employment or freelance careers such as business owner or social media influencer and apprenticeships.