



Teacher Pack Sample

Introduction

These sample pages - from the Enterprise Teacher Pack, 3rd edition - give you an overview of the approach and depth of treatment you can expect and the various learning features the resources contain. The map of resources describes the full content of the complete pack, and should be an invaluable aid to lesson planning for the whole course.

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Learning outcome A: Understand how and why enterprises and entrepreneurs are successful

Activity sheet 1.3: Enterprise failure rates

PowerPoint 1.1: Profit-making enterprises

Component 2 (page 9)

Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements

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Component 3 (page 13)

A: Marketing activities

Activity sheet 3.6: The 4 Ps

PowerPoint 3.1: Target markets

Map of contents (page 18)

The map includes all resources in the BTEC Tech Award in Enterprise Teacher Pack, organised by component.

Please note that these sample resources are taken from early proofs of the Teacher Pack, so may not reflect the exact contents that will be contained in the published Pack. The published Pack may include amendments or adjustments made during final proofreading and checking.

The content of this 3rd edition has been thoroughly revised and updated to ensure alignment with the new specification and assessment arrangements for the 2022 BTEC Tech Award qualification.



The aims and scope of the Teacher Pack

This Teacher Pack - which is being hosted on Pearson's ActiveLearn platform - consists of a range of teaching and learning materials to help you deliver the course content and engage your students through practical activities - all conveniently placed as on-the-page hotspots within a digital version of the Student Book.

The materials can be adapted to suit your needs. They are designed to be as flexible as possible, offering you a range of different delivery options.

You could:

- work through the pages in the digital Student Book, clicking on the resource icons for front-of-class use
- use zoom functionality to show enlarged sections of the digital Student Book
- create playlists for specific lessons using selected resources, adding your own resources where you wish
- download all resources individually, or with a single click, and save them to your computer or network.

Playlists can be customized to include your own resources or weblinks - you can upload documents to the playlists and add weblinks, such as YouTube clips or websites.

Many of the resources can be used independently by learners if desired. A number of tasks are suitable for either classroom or homework. Learners will need a printed worksheet for the relevant task or activity if completing it at home.



Component 1

Learning outcome A: Understand how and why enterprises and entrepreneurs are successful

Activity sheet 1.3: Enterprise failure rates

PowerPoint 1.1: Profit-making enterprises



Activity sheet 1.3: Enterprise failure rates

Learning Outcome A: Understand how and why enterprises and entrepreneurs are successful

Learning outcome A3: Aims and activities of enterprises

Sadly, enterprises can fail for a variety of reasons. Avoiding failure and surviving is a measure of success. Think back to your earlier work in this component and carry out research to answer the following questions.

1. What are the top reasons an enterprise fails? List six.

2. What can an enterprise do to avoid failure and be a success?

3. (a) What level of profit or surplus as a percentage could be described as a success?

- (b) How would an enterprise know if this was a good level?



Challenge

4. What are the key trends for failure?

The government's company insolvency statistics

(www.gov.uk/government/collections/insolvency-statistics) will help with your research.

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Pearson BTEC
Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Profit-making enterprises

- Sole trader
- Partnership
- Limited Liability Partnership (LLP)
- Private Limited Company (Ltd)
- Social enterprises that use profits to reinvest in the enterprise

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Explain there are different types of profit-making enterprises as listed.

Ask learners to give examples of any of these they may know.

Alternatively, do a research activity to explain what they are, giving examples of different types of enterprises with these statuses.

Pearson BTEC
Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Sole trader

- Ceri is a sole trader.
- She owns and runs her own tutoring enterprise.
- All of the profits are Ceri's but she's also responsible for all losses.

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Ask learners: What would happen if Ceri borrowed money from her family to help grow her enterprise?

Explain sole trader in terms of:

- responsible for all debts and losses
- enterprise and individual are same legal entity
- unlimited liability
- if use equity from house or borrow money, they are liable for everything
- could be declared bankrupt.

Pearson BTEC
Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Partnership

- Diego and Fabio own a dental practice.
- It is a partnership.
- They share the profits and overall responsibility.

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Ask learners: what are the advantages of a partnership over a sole trader?

Go over partnerships to include:

- shared profits
- do not pay corporation tax like a limited company
- equally responsible for profits, losses and actions
- wider range of skills
- share decision making.

Pearson BTEC
Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Limited Liability Partnership (LLP)

- Laura and Priya own a legal practice.
- It is a limited liability partnership.
- It is similar to a partnership but:
 - each partner is only liable for the money they invested
 - the enterprise is a separate legal entity from its owners.

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Ask learners: can they research any LLPs?

What are the advantages of an LLP over a traditional partnership?



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Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Private Limited Company (Ltd)

- Paul and Steve own a building company.
- It is a Private Limited Company.
- Owners are not liable for any debts or losses.
- Can offer shares to friends and family in return for investment into the enterprise.
- Pays dividends to shareholders.

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Ask learners: what typically happens to the legal status of enterprises as they grow?

Ltd companies:

- own legal entity
- pay corporation tax
- have directors to run the enterprise
- have limited liability.

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Tech Award Level 1/2
Enterprise

Component 1: Exploring enterprises

Social enterprise

- Davina owns a Café that helps ex-offenders to become coffee barristers.
- It is a social enterprise which has a mission to improve society.
- Reinvest some of their profits back into the enterprise and other parts of it to provide goods to society.

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Ask learners: are there any social enterprises in their local area?

How do they work to improve society?

Make sure that learners understand that 'social enterprises' refers to a way of doing business, but the business legal ownership, therefore limited companies, sole traders, partnerships can all technically be social enterprises.

Social enterprises:

- own legal entity
- pay corporation tax
- have directors to run the enterprise
- have limited liability.



Component 2

Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements

Activity sheet 2.13: Selection of relevant information

PowerPoint 2.13: Appropriate written communication



Activity sheet 2.13: Selection of relevant information

Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements

Learning outcome B1: Production of presentation

Relevant or not?

Paulo has gone through his notes and identified the following pieces of information. For each piece of information, identify whether it is relevant or not relevant in the production of a presentation.

- Enterprise teacher is Ms Lock
- Aims to break-even in month 3
- Product is organic honey
- He banks with Barclays Bank
- He has a Saturday job at a local farm shop
- He carried out his market research during the school holidays
- The selling price will be £2.00 per jar
- His target market is women aged 45 plus
- Cost per jar to make is £1.00
- Budget set is £50
- His favourite chocolate bar is Aero
- He plans to make flyers to advertise his honey at a local farmers market
- The average price of fruit jams in the supermarket is £2.50
- His grandparents keep bees
- His bus to school costs £5 a week

1. Select two pieces of relevant information and explain why they are relevant.

a) _____

b) _____

2. Select two pieces of non-relevant information and explain why they are not relevant.

a) _____

b) _____



Challenge


What six other pieces of information should Paulo include in his business plan?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

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Pearson BTEC
Tech Award Level 1/2
Enterprise
Component 2: Planning for and pitching an enterprise activity




L1/2

Appropriate written communication

- When producing your presentation it is important to use appropriate business terminology.
- Look at all the terms on the next slide.
- Tick if you think the terms are appropriate or cross if not appropriate.
- Can you justify your decisions? Any terms considered not appropriate, what terms might you replace them with?


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This activity can be used toward the middle of the lesson before looking at appropriate written communication skills. This helps students identify what terms they should and should not be using.

Students could also be asked to add their own terms that they consider are or are not appropriate.

Pearson BTEC
Tech Award Level 1/2
Enterprise
Component 2: Planning for and pitching an enterprise activity




L1/2

Appropriate or not?

▪ Rubbish	▪ People
▪ Money	▪ OMG
▪ Finance	▪ Things
▪ Customers	▪ Pounds
▪ Quality	▪ Products
▪ Approximately	▪ Kinda
▪ Hiya	▪ Profit

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Component 3

A: Marketing activities

Activity sheet 3.6: The 4 Ps

PowerPoint 3.1: Target markets



Activity sheet 3.6: The 4Ps

Learning outcome A: Marketing activities

Learning outcome A2: 4Ps of the marketing mix

1. On the next page, design your own version of a product you are familiar with.
 - In the centre circle, draw your product and its brand/logo, and briefly describe its target market.
 - In each of the four quadrants, explain the 4P's for your product.

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Product	Promotion
Price	Place

DRAFT



Challenge

Choose one of the 4Ps you have written about.
Explain how your approach to the P will give your product a competitive advantage.

DRAFT



Pearson BTEC
Tech Award Level 1/2
Enterprise
Component 3: Promotion and finance for enterprise

Target markets

Who are the target markets for these products?

Consumer characteristics:

- Age
- Gender
- Income
- Lifestyle
- Life stage e.g. young family



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The PPT is animated to reveal cells one at a time.

Get students to discuss what is meant by a target market and provide some examples.

Discuss two very different products such as a VW campervan and a frozen pizza. Get students to discuss in small groups the characteristics of each target market.

An extension activity might be to discuss how each product meets the needs of its target market.



Map of resources

Key:

- PPT = PowerPoint
- AS = Activity sheet
- VC = Video clip
- VAS = Video-related activity sheet
- T = Video transcript

Component 1: Exploring enterprises

Learning outcome A1: Size and features of SMEs

Resource	Resource title	Description	Student Book lesson title
AS A.1a	An enterprise partnership	Setting up a partnership and its types	Understanding how and why enterprises and entrepreneurs are successful
PPT A.1a	Entrepreneur	2 slides: What do these enterprise-related words mean?	Understanding how and why enterprises and entrepreneurs are successful
VC 1.1	Adanola – Exploring enterprises	Entrepreneur Josh Cook discusses how he set up his business	Understanding how and why enterprises and entrepreneurs are successful
T A.1a	Adanola – Exploring enterprises	Transcript	Understanding how and why enterprises and entrepreneurs are successful
VAS A.1a	Adanola - Exploring enterprises	Questions about the enterprise discussed in the video clip.	Understanding how and why enterprises and entrepreneurs are successful
AS A.1b	Change Kitchen Catering Company	Students explore the purpose of a social enterprise	Understanding how and why enterprises and entrepreneurs are successful
PPT A.1b	Profit-making enterprises	6 slides: Types of profit-making enterprises	Types of profit-making enterprises



Resource	Resource title	Description	Student Book lesson title
VC 1.2	Inkpact – Business ownership options	Charlotte Pearce, CEO of Inkpact discusses pros of making her company a limited company	Types of profit-making enterprises
T A.1b	Inkpact – Business ownership options	Transcript	Types of profit-making enterprises
VAS A.1b	Business ownership options	Questions about the enterprise discussed in the video clip.	Types of profit-making enterprises
AS A.1c	Holdsworth Chocolate Ltd	Students research what a real enterprise is doing to beat the competition and be unique.	Types of profit-making enterprises
PPT A.1c	Features of SMEs	1 slide: List of features of enterprise.	Types of profit-making enterprises

Component 1: Exploring enterprises

Learning outcome A2: Sectors and business models in which enterprises operate

Resource	Resource title	Description	Student Book lesson title
PPT A.2a	Goods or services?	4 slides: Identifying whether businesses offer goods or services	Sectors and business models in which enterprises operate

Component 1: Exploring enterprises

Learning outcome A3: Aims and activities of enterprises

Resource	Resource title	Description	Student Book lesson title
AS A.3	Enterprise failure rates	Students carry out research about how enterprises fail.	Aims and activities of enterprises
PPT A.3a	Aims	8 slides: The overarching goal an enterprise wants to achieve.	Aims and activities of enterprises
VC 1.3	Yorkshire Dama Cheese – Aims and objectives	Razan Alsous talks about the aims and objectives of her business	Aims and activities of enterprises



Resource	Resource title	Description	Student Book lesson title
T A.3a	Yorkshire Dama Cheese – Aims and objectives	Transcript	Aims and activities of enterprises
VAS A.3a	Aims	The aims of Yorkshire Dama.	Aims and activities of enterprises
PPT A.3b	Activities	6 slides: How do the activities help the enterprise achieve its aims?	Impact of activities in supporting the aims of enterprises
VC 1.4	Yorkshire Dama Cheese – Reasons for success	Razan Alsous talks about making a business a success.	Impact of activities in supporting the aims of enterprises
T A.3b	Yorkshire Dama Cheese – Reasons for success	Transcript	Impact of activities in supporting the aims of enterprises
VAS A.3b	Yorkshire Dama Cheese – Reasons for success	Questions about Razan's skills for success.	Impact of activities in supporting the aims of enterprises

Component 1: Exploring enterprises

Learning outcome A4: Skills and characteristics of entrepreneurs

Resource	Resource title	Description	Student Book lesson title
AS A.4a	Being flexible	Students explore how flexible entrepreneurs need to be to run an enterprise.	Skills and characteristics of entrepreneurs
PPT A.4a	Entrepreneur	8 slides: Reasons why entrepreneurs start an enterprise	Skills and characteristics of entrepreneurs
VC 1.5	Yorkshire Dama Cheese – Reasons for starting your own enterprise	Razan talks about the reasons for starting an enterprise.	Skills and characteristics of entrepreneurs
T A.4a	Yorkshire Dama Cheese – Reasons for starting your own enterprise	Transcript	Skills and characteristics of entrepreneurs



Resource	Resource title	Description	Student Book lesson title
VAS A.4a	Yorkshire Dama Cheese – Reasons for starting your own enterprise	Questions about the reasons for starting an enterprise are discussed in the video clip.	Skills and characteristics of entrepreneurs
AS A.4b	Skills for success	Students explore the skills needed to be a successful entrepreneur.	Skills and characteristics of entrepreneurs
VC 1.6	Yorkshire Dama Cheese – Skills for success	Razan talks about what skills are needed to make an enterprise successful.	Skills and characteristics of entrepreneurs
T A.4b	Yorkshire Dama Cheese – Skills for success	Transcript	Skills and characteristics of entrepreneurs
VAS A.4b	Yorkshire Dama Cheese – Skills for success	Questions about Razan's skills for success.	Skills and characteristics of entrepreneurs
AS A.4c	My characteristics measure	Entrepreneurs have certain characteristics which influence how they behave.	Impact of skills of the entrepreneur in helping to support the aims of the enterprise
VC 1.7	Yorkshire Dama Cheese – Entrepreneurial characteristics	Razan talks about the ups and downs of running a business and her vision.	Impact of skills of the entrepreneur in helping to support the aims of the enterprise
T A.4c	Yorkshire Dama Cheese – Entrepreneurial characteristics	Transcript	Impact of skills of the entrepreneur in helping to support the aims of the enterprise
VAS A.4c	Entrepreneurial characteristics	Questions about Razan's entrepreneurial qualities.	Impact of skills of the entrepreneur in helping to support the aims of the enterprise

Component 1: Exploring enterprises

Learning outcome B1: Market research methods

Resource	Resource title	Description	Student Book lesson title
AS B.1a	Bikes For You Ltd	Students demonstrate understanding of qualitative and quantitative data by applying their knowledge to an SME.	Market research: Primary



Resource	Resource title	Description	Student Book lesson title
PPT B.1a	What is market research?	7 slides: Process of collecting and analysing information about a particular market, good or service.	Market research: Primary
VC 1.8	Sellsprint – Market research	James Harford-Tyrer, CEO of Sellsprint, talks about market research they have carried out.	Market research: Primary
T B.1a	Sellsprint – Market research	Transcript	Market research: Primary
VAS B.1a	Sellsprint – Market research	Questions about the market research.	Market research: Primary
AS B.1b	What is wrong?	Students test a questionnaire for an SME and make recommendations for how it could be improved.	Primary research methods: questionnaires and surveys
PPT B.1b	Secondary research	5 slides: Secondary research – online, books and journals, reports	Secondary research methods
AS B.1c	Practical observation	Students take part in a focus group activity.	Primary research methods: formal and informal interviews
AS B.1d	York Cocoa House	Students research an SME and answer questions.	Secondary research methods: online research
AS B.1e	Wiggle Ltd	Students research an SME and answer questions.	Secondary research methods: online research
AS B.1f	Food Standards Agency (FSA) ratings	Students research the ratings of local businesses using the FSA website.	Secondary research methods
AS B.1g	Summary report	Students research an online government report and write a summary on how the report could affect an SME.	Secondary research methods

Component 1: Exploring enterprises

Learning outcome B2: Understanding customer needs

Resource	Resource title	Description	Student Book lesson title
AS B.2a	Customer needs	Students identify loyalty schemes, incentives and other options to keep customers coming back.	Identifying customer needs



Resource	Resource title	Description	Student Book lesson title
PPT B.2a	Understanding customer needs	5 slides: Anticipating customer needs and identifying customer expectations.	Identifying customer needs
VC 1.9	Yorkshire Dama Cheese – Understanding customer needs	Razan discusses how she attracted customers and how she maintains them.	Identifying customer needs
T B.2a	Yorkshire Dama Cheese – Understanding customer needs	Transcript	Identifying customer needs
VAS B.2a	Yorkshire Dama Cheese – Meeting customer needs	Questions about the customer needs discussed in the video clip.	Identifying customer needs
AS B.2b	Sublime Science	Students research the range of products and services offered by an enterprise.	Identifying customer needs
VC 1.10	Yorkshire Dama Cheese – Customer service	Razan explains how important it is to listen to customers and have good customer service.	Identifying customer expectations: after-sales service
T B.2b	Yorkshire Dama Cheese – Customer service	Transcript	Identifying customer expectations: after-sales service
VAS B.2b	Yorkshire Dama Cheese – Customer service	Questions about the customer need for good customer service.	Identifying customer expectations: after-sales service
AS B.2c	Lapland New Forest	Students look at a case study and then complete tasks based on the case study.	Identifying customer expectations: after-sales service
VC 1.11	Yorkshire Dama Cheese – Customer expectations	Razan discusses how it is important to respond to customer questions and comments.	Identifying customer expectations: after-sales service
T B.2c	Yorkshire Dama Cheese – Customer expectations	Transcript	Identifying customer expectations: after-sales service
VAS B.2c	Yorkshire Dama Cheese – Customer expectations	Questions about how Razan meets customer expectations.	Identifying customer expectations: after-sales service
AS B.2d	Match the customer	Students complete customer profiles to match types of products.	Understanding customer needs
AS B.2e	Strawberry crisps	Students answer questions about customer needs.	Understanding customer needs



Component 1: Exploring enterprises

Learning outcome B3: Understanding competitor behaviour

Resource	Resource title	Description	Student Book lesson title
AS B.3a	Delicious Dining Ices	Students explain what is meant by competition and how to attract and keep more customers.	Understanding competitor behaviour
PPT B.3a	Understanding competitor behaviour	7 slides: Explore how market research helps enterprises meet customer needs and understand competitor behaviour.	Understanding competitor behaviour
VC 1.12	Inkpact – Competition and USP	Charlotte talks about their USP	Competitor advantage – quality and price
T B.3	Inkpact – Competition and USP	Transcript	Competitor advantage – quality and price
VAS B.3	Inkpact – Competition and USP	Questions about Charlotte's competitors and her USP.	Competitor advantage – quality and price
AS B.3b	New Forest Lavender Farm	Students research an SME and identify its competitors.	Competitor advantage – quality and price
AS B.3c	How long would you wait?	Using scenarios, students demonstrate their understanding of how availability affects enterprises with many competitors.	Competitor advantage – features, customer service, availability and convenience
AS B.3d	A pint of milk	Students compare the prices and features of different suppliers.	Competitor advantage – features, customer service, availability and convenience
AS B.3e	Pooch's handmade dog treats	Students research how a business satisfies its customers.	

Component 1: Exploring enterprises

Learning outcome B4: Suitability of market research methods

Resource	Resource title	Description	Student Book lesson title
PPT B.4a	Suitability of Market Research Methods	3 slides: Enterprises need to know about suitable methods for their market or their competitors.	Suitability of market research methods



Component 1: Exploring enterprises

Learning outcome C1: PEST (Political, Economic, Social, Technological) analysis

Resource	Resource title	Description	Student Book lesson title
AS C.1a	Chancellor of the Exchequer	Students research how changes to the budget announced by the Chancellor of the Exchequer affect all enterprises.	PEST analysis: Political
PPT C.1a	PEST analysis: Delicious Spreads	1 slide: PEST analysis of a business.	PEST analysis: economic
VC 1.13	Adanola – PEST	Josh Cook talks about the effect of exchange rates and how they have lessened the effects of this.	PEST analysis: economic
T C.1	Adanola – PEST	Transcript	PEST analysis: economic
VAS C.1	Adanola – PEST	Questions about PEST factors at Adanola.	PEST analysis: economic
AS C.1b	Gas and oil prices	Students research gas and oil prices to help understand the impact of external costs on SMEs in the UK.	PEST analysis: economic
AS C.1c	Food labelling	Students research food regulations and legislation in the UK.	PEST analysis: economic
AS C.1d	Consumer behaviour trends	Students research how consumer trends affect SMEs.	PEST analysis: social
AS C.1e	PEST analysis	Students explore using the Foulger's Dairy website and online news sources for PEST analysis.	PEST analysis: technological

Component 1: Exploring enterprises

Learning outcome C2: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis

Resource	Resource title	Description	Student Book lesson title
AS C.2a	Researching marketing and promoting	Students research low-cost methods of marketing and selling.	SWOT analysis



Resource	Resource title	Description	Student Book lesson title
PPT C.2a	SWOT analysis: Dog Bakery	1 slide: SWOT analysis of a business, listing strengths and weaknesses.	SWOT analysis: Strengths SWOT analysis: Weaknesses
VC 1.14	Inkpact – Marketing and promoting	Charlotte talks about what are the most effective ways of promoting the business.	SWOT analysis: Opportunities
T C.2a	Inkpact – Marketing and promoting	Transcript for accessibility	SWOT analysis: Opportunities
VAS C.2a	Inkpact – Marketing and promoting	Questions about the marketing and promoting carried out at Inkpact.	SWOT analysis: Opportunities
AS C.2b	Customer reputation	Students carry out primary and secondary research on customer reputation.	SWOT analysis: opportunities
VC 1.15	Sellsprint – The impact of seasonality	James talks about the problems of seasonality in his business.	SWOT analysis: opportunities
T C.2b	Sellsprint – The impact of seasonality	Transcript	SWOT analysis: opportunities
VAS C.2b	Sellsprint – The impact of seasonality	Questions about the impact of the change of seasons on business.	SWOT analysis: opportunities
AS C.2c	SWOT analysis	Students demonstrate understanding of SWOT analysis through an activity.	SWOT analysis: opportunities
VC 1.16	Adanola – Managing suppliers	Josh talks about how they manage and communicate with suppliers.	SWOT analysis: opportunities
T C.2c	Adanola – Managing suppliers	Transcript	SWOT analysis: opportunities
VAS C.2c	Adanola Managing suppliers	Questions about how the external influence suppliers can have on a business.	SWOT analysis: opportunities
AS C.2d	Sales volume	Students answer questions based on two charts measuring success for an SME.	SWOT analysis: opportunities



Resource	Resource title	Description	Student Book lesson title
AS C.2e	How long would you wait?	Using scenarios, students demonstrate their understanding of how availability affects enterprises with many competitors.	SWOT analysis: threats

Component 2: Planning and presenting a micro-enterprise idea

Learning outcome A1: Choosing ideas for a micro-enterprise

Resource	Resource title	Description	Student Book lesson title
AS A1.1	Generating ideas	Students explore how recent examples of new enterprises have involved innovation, new contexts and new markets.	Choose an idea and produce a plan for a micro-enterprise
PPT A1.1	Generating ideas	1 slide: Questions about the business idea.	Choose an idea and produce a plan for a micro-enterprise
AS A1.2	Choosing or rejecting ideas	Students consider the factors involved in starting a micro-enterprise.	Choose an idea and produce a plan for a micro-enterprise
PPT A1.2	Selecting ideas	1 slide: Strengths and weaknesses of various ideas for a new enterprise.	Innovative ideas
AS A1.3	Skills audit	Students carry out a personal skills audit.	Innovative ideas
PPT A1.3	Communication skills	1 slide: Ranking communication skills on a scale of 1-10 to demonstrate how perception can differ.	Innovative ideas

Component 2: Planning and presenting a micro-enterprise idea

Learning outcome A2: Plan for a micro-enterprise

Resource	Resource title	Description	Student Book lesson title
AS A2.1	Aims of the micro-enterprise	Students outline aims for planning a micro-enterprise.	Plan for a micro-enterprise activity



Resource	Resource title	Description	Student Book lesson title
PPT A2.1	Thinking about aims	1 slide: A list of life aims and drawing up aims for an enterprise.	Plan for a micro-enterprise activity
AS A2.2	Goods or services to be sold by the micro-enterprise	Students describe the products the micro-enterprise will supply.	Features of the product to be sold
PPT A2.2	A man's coat	1 slide: Costings and price, unique features and benefits of goods and services.	Features of the product to be sold
AS A2.3	Identify the target market	Students identify the target market goods and services are aimed at.	Identifying the target market
PPT A2.3	Identifying target markets	1 slide: Identifying target markets for a product.	Identifying the target market
AS A2.4	Methods of promotion	Students match products with methods of promotion.	Methods of promotion
PPT A2.4	Methods of promotion – communicating with customers	1 slide: Listing social media sites and ways these sites can help enterprises communicate with their customers.	Methods of promotion
AS A2.5	Resources required	Students identify the resources needed for a micro-enterprise.	Resources required
PPT A2.5	Resources for a clothes shop	1 slide: identifying the resources needed by a micro-enterprise to run its business.	Resources required
AS A2.6	Financial information: Break even	Students complete after collecting information on costs and revenue for a micro-enterprise.	Financial information: break-even
PPT A2.6	Financial information	2 slides: Students answer questions about financial aims and break-even level of output.	Financial information: break-even
AS A2.7	Financial information: Cash flow	Students complete questions based on a cash flow forecast for a micro-enterprise.	Financial information: cash flow
PPT A2.7	Financial information	1 slide: Students learn about how cash inflows and outflows in a micro-enterprise.	Financial information: cash flow
AS A2.8	Financial information: Profit and loss	Students have to fill the table based on harnesses for dogs selling price and forecast monthly sales for a micro-enterprise.	Financial information: profit and loss



Resource	Resource title	Description	Student Book lesson title
PPT A2.8	Financial information: Profit and loss	2 slides: Students activity to understand the term financial information.	Financial information: profit and loss
AS A2.9	Financial information: Profit and loss account	Student activity to complete profit and loss account and explain the terms.	Financial information: profit and loss
PPT A2.9	Financial information: Profit and loss account	2 slides: Student activity to understand the financial terms.	Financial information: profit and loss
AS A2.10	Risk assessment	Students complete a risk assessment for a micro-enterprise.	Risk assessment
PPT A2.10	Risk assessment	1 slide: Understanding what could go wrong in a micro-enterprise.	Risk assessment
AS A2.11	Risk assessment	Students rank two competitors for a micro-enterprise.	Risk assessment
PPT A2.11	Risk assessment	1 slide: Students identify or reduce the risks that enterprise may face.	Risk assessment
AS A2.12	Viability	Students answer questions based on a scenario.	Viability
PPT A2.12	Viability	Students understand the term viability for set up a micro-enterprise.	Viability

Component 2: Planning and presenting a micro-enterprise idea

Learning outcome B1: Production of presentation

Resource	Resource title	Description	Student Book lesson title
AS B1.1	Selection of relevant information	Students identify the information is relevant or not relevant in the production of a presentation.	Producing your presentation
PPT B1.1	Appropriate written communication	1 slide: Students identify what terms they should and should not be using.	Use of appropriate written communication



Resource	Resource title	Description	Student Book lesson title
AS B1.2	Consistent visual presentation	Students identify the presentation and to show to show strengths and weaknesses.	Consistent visual presentation
PPT B1.2	Visual presentation	1 slide: Identifying how to improve a presentation slide.	Consistent visual presentation
PPT B1.3	Recording and delivery	1 slide: Students identify how they might be able to record their own presentations.	Methods of recording

Component 2: Planning and presenting a micro-enterprise idea

Learning outcome B2: Delivery of presentation

Resource	Resource title	Description	Student Book lesson title
AS B2.1	Methods of recording and delivery	Students understand many ways and methods of delivering a presentation.	Methods of recording
AS B2.2	Verbal and non-verbal communication	Entrepreneur preparing to deliver a presentation, to ensure their verbal communication is accurate and effective.	Verbal communication skills
PPT B2.2	Professional presentations	1 slide: Students to think of the negative aspects of professional behaviour and conduct when giving a presentation.	Non-verbal communication skills

Component 2: Planning and presenting a micro-enterprise idea

Learning outcome C1: Review of presentation

Resource	Resource title	Description	Student Book lesson title
AS C1.1	Review of own skills	Students review how the skill was demonstrated and evidence of strengths and weaknesses.	Review of presentation – skills demonstrated



Resource	Resource title	Description	Student Book lesson title
PPT C1.1	Reviewing your successes and failures	1 slide: Students can talk about success or failure in any venture or activity, not just business.	Review of presentation – making supported judgements
AS C1.2	Supported judgements	Review of your skills demonstrated in the production and delivery, score out of 5 and explain.	Review of presentation – making supported judgements
PPT C1.2	Your performance	2 slides: Students think about how they performed with regard to both the production and delivery of the presentation.	Review of presentation – making supported judgements
AS C1.3	Recommendations for improvements	Draw two mind maps, one for the production and one for the delivery of your electronic presentation.	Review of presentation – recommendations for improvement
PPT C1.3	Reviewing enterprise presentation	1 slide: How to introduce idea of making improvements in your presentation slide?	Review of presentation – recommendations for improvement

Component 3: Marketing and finance for enterprise

A1: Targeting and segmenting the market

Resource	Resource title	Description	Student Book lesson title
PPT 3.1	Target markets	1 slide: Identifying target markets for a product.	Target markets
AS 3.2	Market segmentation 1	Students match products to different people.	Market segmentation: demographic and geographic
PPT 3.2	Market segmentation 1	1 slide: Multiple choice question to demonstrate that market segments are groups of customers with similar characteristics.	Market segmentation: demographic and geographic
AS 3.3	Market segmentation 2	Students research a local business to find out the different market segments it targets.	Market segmentation: demographic and geographic
PPT 3.3	Market segmentation 2	1 slide: Looks at how a particular business could segment its market.	Market segmentation: demographic and geographic



Resource	Resource title	Description	Student Book lesson title
AS 3.4	B2B and B2C	Students explore the differences between B2B and B2C markets.	Markets: B2B and B2C
PPT 3.4	Types of market	1 slide: B2B and B2C markets.	Markets: B2B and B2C
AS 3.5	Mass and niche markets	Features of mass and niche markets.	Markets: niche and mass
PPT 3.5	Mass and niche	1 slide: Mass and niche market product.	Markets: niche and mass
AS 3.10	Target markets	Students look at a case study and then complete tasks based on the case study.	Target market

Component 3: Marketing and finance for enterprise

A2: 4Ps of the marketing mix

Resource	Resource title	Description	Student Book lesson title
AS 3.6	The 4Ps	Design your own version of a product you are familiar with and explain.	The 4Ps of the marketing mix: product
PPT 3.6	The 4Ps	1 slide: Product, promotion, price and place in 'The 4Ps'.	The 4Ps of the marketing mix: product
AS 3.7	Branding	JD Williams discusses why he launches a new sustainable clothing brand enterprise.	The 4Ps of the marketing mix: product
PPT 3.7	Branding	1 slide: What makes a successful brand?	Branding
AS 3.8	Price	Things the enterprise might do to justify its pricing strategy.	The 4Ps of the marketing mix: price
PPT 3.8	Price	1 slide: What is the right price?	The 4Ps of the marketing mix: price
AS 3.9	Place	Outline at least three reasons why a customer might choose to shop in store, online, and a combination of both.	The 4Ps of the marketing mix: place
PPT 3.9	Place	1 slide: The concepts of physical and digital distribution.	The 4Ps of the marketing mix: place



Resource	Resource title	Description	Student Book lesson title
AS 3.10a	Promotional Mix and Advertising	Meaning of promotion and elements of promotional mix and types of advertisement.	Promotional mix and advertising
PPT 3.10	What is the promotional mix?	2 slides: Lists of elements of the promotional mix and advertising.	Promotional mix and advertising
AS 3.11	Public relations activities	Students explore public relations activities.	Public relations
PPT 3.11	Public relations	1 slide: Example of a public relations press release.	Public relations
AS 3.12	Sales promotion	Students explore different types of sales promotion.	Sales promotion
PPT 3.12	Sales promotion	1 slide: Methods of sales promotion.	Sales promotion
AS 3.13	Personal selling	Students assess different methods of personal selling.	Personal selling
PPT 3.13	Personal selling	1 slide: Methods of personal selling and types of product.	Personal selling
AS 3.14	Direct marketing	Students research and prepare a presentation on a method of direct marketing.	Direct marketing
PPT 3.14	Direct marketing	1 slide: Methods of direct marketing.	Direct marketing
AS 3.15	Social media marketing	Features of social media marketing and explain how it helps an enterprise effectively market its products or services.	Multi-channel marketing
PPT 3.15	Social media marketing	1 slide: Various features of social media and how each helps make social media an extremely effective tool.	Multi-channel marketing

Component 3: Marketing and finance for enterprise

A3: Factors influencing the choice of marketing methods

Resource	Resource title	Description	Student Book lesson title
AS 3.17	Factors influencing choice of promotional methods	List of factors that could influence the choice of promotional methods for a business.	Factors influencing the choice of marketing



PPT 3.17	Factors influencing choice of promotional methods	1 slide: List of different methods influence the choice of promotional methods for a business.	Factors influencing the choice of marketing
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Component 3: Marketing and finance for enterprise

A4: Trust, reputation and loyalty

Resource	Resource title	Description	Student Book lesson title
AS 3.18	Trust, reputation and loyalty	Reasons why brand loyalty is important for an enterprise.	Trust, reputation and loyalty
PPT 3.18	Trust, reputation and loyalty	1 slide: Name the three logos (or parts of logos)	Trust, reputation and loyalty

Component 3: Marketing and finance for enterprise

B1: Financial documents

Resource	Resource title	Description	Student Book lesson title
PPT 3.19	Financial documents	1 slide: Definitions of financial records.	Financial documents
AS 3.19	Financial documents	Learners demonstrate their understanding of financial documents.	Financial documents

Component 3: Marketing and finance for enterprise

B2: Payment methods

Resource	Resource title	Description	Student Book lesson title
PPT 3.20	Payment methods	2 slides: List of payment methods.	Payment methods
AS 3.20	Payment methods	Learners assess different payment methods.	Payment methods



Component 3: Marketing and finance for enterprise

B3: Revenue and costs

Resource	Resource title	Description	Student Book lesson title
PPT 3.21	Sources of revenue and costs	1 slide: Calculation to check understanding of revenues and costs.	Revenue and costs
AS 3.21	Sources of revenue and costs	Learners compare the difference between fixed costs and variable costs.	Revenue and costs

Component 3: Marketing and finance for enterprise

B4: Financial statements

Resource	Resource title	Description	Student Book lesson title
PPT 3.22	Turnover and profit	2 slides: Definitions plus introduction to statement of comprehensive income.	Financial terminology: turnover and profit
AS 3.22	Turnover and profit	Activities based around a scenario working out turnover and profit.	Financial terminology: turnover and profit
PPT 3.23	Assets and liabilities	2 slides: Definitions plus understanding working capital.	Financial terminology: assets and liabilities
AS 3.23	Assets and liabilities	Activities looking at types of asset and liability.	Financial terminology: assets and liabilities
PPT 3.24	Statement of comprehensive income	1 slide: Statement of comprehensive income example.	Financial statements: statement of comprehensive income
AS 3.24	Statement of comprehensive income	Learners construct a Statement of Comprehensive Income.	Financial statements: statement of comprehensive income
AS 3.25	Statement of financial position	Preparing a statement of financial position.	Financial statements: statement of financial position
PPT 3.26	Stakeholders	1 slide: introduction to the term stakeholders	Stakeholders



Resource	Resource title	Description	Student Book lesson title
AS 3.26	Stakeholders	Looking at who stakeholders might be in a business	Stakeholders

Component 3: Marketing and finance for enterprise

B5: Profitability and liquidity

Resource	Resource title	Description	Student Book lesson title
PPT 3.27	Profitability and liquidity	1 slide: Discussing the difference between cash and profit.	Profitability ratios
AS 3.27	Profitability and liquidity	Learners establish how well an enterprise is performing based on calculations over one year.	Profitability ratios
PPT 3.28	Profitability ratios	1 slide: An example of a profitability ratio.	Profitability ratios
AS 3.28	Profitability ratios	Learners assess which was the most successful year for a small business based on its profitability ratio.	Profitability ratios
PPT 2.29	Liquidity ratios	1 slide: An example of a liquidity ratio.	Liquidity ratios
AS 3.29	Liquidity ratios	Learners complete tasks based on a Statement of Financial Position.	Liquidity ratios

Component 3: Marketing and finance for enterprise

C1: Budgeting

Resource	Resource title	Description	Student Book lesson title
AS 3.30	Budgeting	Types of budgets	Budgeting
PPT 3.30	Budgeting	2 slides: Types of budget and why the process of budgeting is important for the success of an enterprise.	Budgeting



Component 3: Marketing and finance for enterprise

C2: Cash flow

Resource	Resource title	Description	Student Book lesson title
AS 3.31	Cash flows	Students complete questions based on a cash flow forecast for a small business.	Cash flow
PPT 3.31	Cash inflows and cash outflows	1 slide: Table showing cash inflows and outflows.	Cash flow
AS 3.32	Cash flow forecasts	Students complete questions based on a cash flow forecast for a small business.	Cash flow forecasts
PPT 3.32	Cash flow statements and forecasts	1 slide: Table showing a cash flow forecast.	Cash flow forecasts
AS 3.33	The importance of cash flow forecasting	Students demonstrate understanding of cash flow forecasting.	Cash flow forecasts
PPT 3.33	The importance of cash flow forecasting	1 slide: Example of a cash flow forecast.	Cash flow forecasts

Component 3: Marketing and finance for enterprise

C3: Suggesting improvements to cash flow problems

Resource	Resource title	Description	Student Book lesson title
AS 3.34	Cash flow problems	Students answer questions based on a scenario.	Cash flow problems
PPT 3.34	Cash flow problems	1 slide: List of factors that cause cash flow problems and why.	Cash flow problems
AS 3.35	Cash flow solutions	Students answer questions based on a scenario.	Cash flow problems
PPT 3.35	Cash flow solutions	1 slide: List of factors that cause cash flow problems and possible solutions.	Solutions to cash flow problems



Component 3: Marketing and finance for enterprise

C4: Break-even point and break-even analysis

Resource	Resource title	Description	Student Book lesson title
AS 3.36	Introduction to break-even	Students answer questions based on a scenario.	Introduction to break-even
PPT 3.36	Introduction to break-even	1 slide: calculating break-even point	Introduction to break-even
AS 3.37	Break-even charts	Students answer questions based on a scenario.	Interpreting break-even charts
PPT 3.37	Break-even charts	1 slide: Example of a break-even chart	Interpreting break-even charts
AS 3.38	Constructing Break-even charts	Create your own break-even chart based on information.	Constructing break-even charts
PPT 3.38	Constructing Break-even charts	1 slide: Example of a break-even chart.	Constructing break-even charts

Component 3: Marketing and finance for enterprise

C5: Sources of business finance

Resource	Resource title	Description	Student Book lesson title
AS 3.41	Sources of finance for enterprise	Students identify sources of finance and the benefits involved.	Sources of business finance
AS 3.42	Internal sources of finance	Students assess the advantages and disadvantages of different internal sources of finance.	Internal sources of finance
AS 3.43	External sources of finance	Students assess the advantages and disadvantages of different external sources of finance.	External sources of finance