

### Tech Award in Enterprise - Curriculum plan

#### Year One

Term 1															
Week*	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Component One:	LOA Size and Features of SME's (A1)	LOA Aims and objectives of enterprises (A3)	LOA Skills and characteristics of entrepreneurs (A4)	LOA Tasks 1 and 1b mock using PSA Sample M	LOB Market research methods (B1)	LOB Understanding customer needs (B2)	LOB Understanding competitor behaviour (B3)	LOB Suitability of market research methods (B4)	LOB Task 2 mock using PSA Sample M	LOC PEST (Political, Economic, Social, Technological) Analysis (C1)	LOC PEST (Political, Economic, Social, Technological) Analysis (C1)	LOC SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis (C2)	LOC SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis (C2)	LOC SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis (C2)	LOC Tasks 3a and 3b mock using Sample PSA M

Term 2															
Week*	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Component One:	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion	PSA Completion				
Component Two:												LOB Revenue and costs (B3)	LOC Break-even point and break-even analysis (C4)	LOC Break-even point and break-even analysis (C4)	LOC Cash Flow (C2)

Term 3								
Week*	31	32	33	34	35	36	37	38
Component Tree:	LOC Cash Flow (C2)	LOC Suggesting improvements to cash flow problems (C3)	LOC Budgeting (C1)	LOC Budgeting (C1)	LOB Financial statements (B4)	LOB Financial statements (B4)	LOB Profitability and Liquidity (B5)	LOB Profitability and Liquidity (B5)

**Year Two**

Term 1															
Week*	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Component Two:	LOA Choosing ideas for a micro-enterprise (A1)	LOA Plan for a micro-enterprise – ownership, aims (A2)	LOA Features of the product (A2)	LOA Pricing of the product (A2)	LOA Identification and communication with the target market (A2)	LOA Resources required (A2)	LOA Financial information (A2)	LOA Financial information (A2)	LOA Risk assessment (A2)	LOA Viability of the plan (A2)	LOB Production of presentation (B1)	LOB Production of presentation (B1)	LOB Delivery of presentation (B2)	LOC Review of presentation (C1)	
Component Three:			LOA 4Ps of the marketing mix (A2)	LOA 4Ps of the marketing mix (A2)	LOA Targeting and segmenting the market (A1)										

Term 2															
Week*	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Component Three:	LOA Targeting and segmenting the market (A1)	LOA 4Ps of the marketing mix (A2)	LOA Factors influencing the choice of marketing methods (A3)	LOA Trust, reputation and loyalty (A4)	LOB Financial Documents (B1)	LOB Payment methods (B2)	LOB Revenue and costs (B3)	LOB Financial statements (B4)	LOB Financial statements (B4)	LOB Profitability and Liquidity (B5)	Break-even point and break-even analysis (C4)	LOC Budgeting (C1)	LOC Sources of finance (C5)	LOC Cash Flow (C2)	LOC Suggesting improvements to cash flow problems (C3)

Term 3							
Week*	31	32	33	34	35	36	37
Component Three:							