

Intent behind the learning/task and the target:

Over the period of time before the May Half-Term, the Year 9 Class have been completing theory relating to learning aim B of the BTEC Tech Award in Enterprise (see below). This theory included aspects of communication in business (customer focused), the resources businesses use and conducting risk assessments. In the run up to the Half-Term, this would culminate in to the creation of a final business plan for a micro enterprise idea. The tasks over the next seven weeks will see students taking the main plan they have produced and develop this in to a business pitch that could be delivered to investors in the form of a PowerPoint.

Throughout these weeks, students will establish what makes an effective business pitch and the key skills involved in the delivery of the pitch.

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Learning aims to cover and answer

Learning Aim B - Pitch a micro-enterprise activity. Within this learning aim students will be demonstrating own skills by pitching an individual summary of a final business plan to an audience (Mr. Pearmain and Mr. Thompson).

**B.1P3** -Deliver a pitch of the outline plan, demonstrating communication and presentation skills.

**B.1M3** -Deliver a pitch of the outline plan, demonstrating appropriate communication and presentation skills.

**B.2P3** -Deliver a pitch of the plan, demonstrating a range of appropriate communication and presentation skills.

**B.2M2** -Deliver a confident pitch of the plan to an audience, demonstrating good communication and presentation skills.

**B.2D2** -Deliver an effective pitch of the plan to an audience, demonstrating excellent communication and presentational skills.

<p><b>Week one:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea – Developing your starting slide and Marketing research slide</p>	<ol style="list-style-type: none"> <li><b>1. Video:</b> Explanation of the task and what the expectations of the coursework task are and a walk though of a Model slide for the task</li> <li><b>2. Tasks:</b> Create and develop an introductory slide that covers the basic idea behind the enterprise in your main plan and a slide</li> <li><b>3. Resources:</b> Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</li> </ol>
<p><b>Week two:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea – Developing the Aims and objectives slide</p>	<ol style="list-style-type: none"> <li><b>1. Video:</b> Explanation what the expectations and what to include on each slide for the task and a walk though of a Model slide for the task</li> <li><b>2. Tasks:</b> Create and develop slides that cover the business objectives and aims (incorporating SMART</li> </ol>

	<p>Criteria) for the enterprise idea chosen in the main plan.</p> <p>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</p>
<p><b>Week three:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea – Slide explaining reasons for business decisions i.e. location, USP</p>	<p>1. Video: Explanation what the expectations and what to include on each slide for the task and a walk though of a Model slide for the task</p> <p>2. Tasks: Create and develop a slide that incorporates the decision making process and the business decisions made for the enterprise idea</p> <p>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</p>
<p><b>Week four:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea- Methods of promotion slide</p>	<p>1. Video: Explanation what the expectations and what to include on each slide for the task and a walk though of a Model slide for the task.</p> <p>2. Tasks: Develop and create slides that discuss and incorporate the promotional mix chosen for the enterprise. This slide will explore the decision making progress behind that promotional mix.</p> <p>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</p>
<p><b>Week five:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea- costs and financial information</p>	<p>1. Video: Explanation what the expectations and what to include on each slide for the task and a walk though of a Model slide for the task. This Video will also look at addressing what costs are and how to conduct certain financial documents are.</p> <p>2. Tasks: Create and develop slides that incorporate the costs of setting the chosen enterprise idea and how that business would be financed. The slides will also cover the financial forecasts for the first year of operation.</p> <p>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</p>
<p><b>Week Six:</b> Component 2 Learning Aim B - Develop a Business pitch</p>	<p>1. Video: Explanation what the expectations and what to include on each slide for the task and a walk though of a Model slide for the task. This video will</p>

<p>from Aim A idea – Cash flow forecasting and ending slides</p>	<p><b>cover cash flow forecasting and the importance behind a cash flow forecast.</b></p> <ol style="list-style-type: none"><li><b>2. Tasks: Create and develop a slide that covers the financial forecasts for the business in its first year of operating and a detailed cash flow forecast.</b></li><li><b>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</b></li></ol>
<p><b>Week seven:</b> Component 2 Learning Aim B - Develop a Business pitch from Aim A idea – Review and CTGs</p>	<ol style="list-style-type: none"><li><b>1. Video: Explanation what the expectations and what to include on each slide for the task and a walk through of a Model slide for the task</b></li><li><b>2. Tasks: To create a final slide and resources that can be issued and used to support the pitch that will be delivered. To check any CTG's and make improvements to the business pitch where possible.</b></li><li><b>3. Resources: Video with model answer, Lesson PowerPoint and Example Version of the Coursework task, Assignment Brief with task outline and Assessment Criteria</b></li></ol>