The Ellesmere Port C of E College

Part of the Frank Field Education Trust

Year 11 Tech Award in Enterprise Component 2
Learning Programme 2

The LORIC skill focus for his LP is: ORGANISATION
The Moral Virtues focus for this LP are: COMPASSION and HONESTY

Compassion - the quality of feeling pity and concern for the sufferings or misfortunes of others.
Honesty - the quality of being truthful.

What will I be learning about in this Learning Programme?
I will learn how to create and present my final business idea.

Where have I seen this learning before?
Reviewing the practice assessment in Y10.

What could I use it for?
To improve my overall GCSE grade for Enterprise.

Literacy:
- Capital letters must be used at the start of sentences and for the first letter of proper nouns
- Full stops must be used at the end of a sentence
- Question marks must be used at the end of a question
- Apostrophes should only be used for possession or omission
- Days of the week and months must be spelled correctly
- Key words must be spelled correctly

In LP2.1, I will know: 19/10/25 - (WK 2)	Key Vocabulary	Homework
how the elements required for the presentation; how to "hook the viewer in" and give clear introduction of what they will hear about; how to adapt and include required criteria.	Interview.	SENCA- Customer Needs.
In LP2.2, I will know: 02/11/25 - (WK 1)	**Key Vocabulary**	**Homework**
how include the business idea and target market in the presentation; how to include the financial aims in the presentation; how to include the non-financial aims in the presentation.	Planning	SENCA- Market research.
LP2 RLW, I will: 09/11/25 - (WK 2)		
review my learning, recalling and applying key knowledge, and focus on closing any gaps in my knowledge.	Balance Sheet.	Revise for assessment.
In LP2.3, I will know: 16/11/25 - (WK 1)	**Key Vocabulary**	**Homework**
What product and service to include in the presentation; how include the target market in the presentation; how to include the marketing plans in the presentation; how to include viability in the presentation. Extended Task.	Cashflow.	SENECA- Primary V Secondary research.
In LP2.4, I will know: 23/11/25 - (WK 2)	**Key Vocabulary**	**Homework**
how to include relevance of the target market; how to deliver my business presentation; how film my presentation.	Profit & L:oss	SENECA- Market research
In LP2.5, I will know: 30/11/25 - (WK 1)	**Key Vocabulary**	**Homework**
how to critically review my presentation; how to create a SWOT analysis from reviewing my presentation.	Deliver	SENECA- Marketing Mix.
In LP2.6, I will know: 08/12/25 - (WK 2)	**Key Vocabulary**	**Homework**
how improve my presentation following feedback. Extended Task.	Action Plan.	Complete timed assessment.
In LP2.7, I will know: 16/12/25 - (WK 1)	**Key Vocabulary**	**Homework**
how improve my presentation following feedback.	Feedback.	Complete timed assessment.

PRT Task 1

PRT Task 2

Resources to support learning:
https://qualifications.pearson.com/en/qualifications/btec-tech-awards/enterprise.html

FFET Award Challenge for this Learning Programme:
Create a questionnaire to gain customer feedback for your business choices.