

Department: Business and Enterprise

KS4 Business and Enterprise Curriculum Intent

Our Enterprise curriculum is designed to develop an interest in students in the world around them. It introduces learners to the business world, empowering them to develop as commercially minded and enterprising individuals, who appreciate how businesses operate in a dynamic and competitive environment.

Our GCSE in Business equips students with the skills and confidence to explore how different business situations affect decision-making. They develop their understanding of concepts, objectives and terminology, and the impact of contemporary issues on business operations.

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to ensure that businesses survive in this fast-changing world. Through quality first teaching, which stretches and challenges all learners, we aim to develop a wide range of transferable skills in all students. Students will develop market research, planning, promotional and financial skills. They will do this through relating learning to real business contexts and news stories, so it is relevant to the students. They will learn how to use business information critically, to develop arguments and make justified decisions, understanding the impacts of business on wider society.

We aim to give the students a broad skills and knowledge base which will prepare students for whatever pathway they choose in the future.

Years 10-11:

Enterprise: Pearson BTEC Level 1/Level 2 Tech Award in Enterprise (Year 11)

By the end of KS4, students must be able to:

- Develop sector-specific knowledge and skills in a practical learning environment. The main focus is on the knowledge, understanding and skills required to research, plan, pitch and review an enterprise idea that includes:
- Develop key skills that prove aptitude in planning an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving
- Gain knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise
- Express attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on performance of an enterprise idea and own use of skills.

Component 2

- Learners will individually produce a realistic plan for a micro-enterprise activity, having explored a range of ideas and considered their skills.
- Learners will carry out an individual pitch of their final plan to an audience. The audience could include teachers and peers.
- Learners will individually reflect and evaluate whether their plan and pitch were successful and suggest improvements.

Component 3

- AO1 Demonstrate knowledge and understanding of elements of promotion and financial records
- AO2 Interpret and use promotional and financial information in relation to a given enterprise
- AO3 Make connections between different factors influencing a given enterprise
- AO4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

OCR GCSE Business 9-1 (Year 10)

Business 01: Business activity, marketing and people

Students are introduced to business concepts and issues concerning the activities of a business. They explore the purpose and role of a business from spotting an opportunity through to the growth of an established business. They also look at the role of marketing and human resources.

Year 10 OCR GCSE Business	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<i>Students learn how to:</i>	<ul style="list-style-type: none"> ● 1.1 Entrepreneurship ● 1.2 Business planning ● 5.3 Revenue, costs, profit & loss ● 1.3 Business ownership ● 1.4 Business Aims & Objectives 	<ul style="list-style-type: none"> ● Revision & Test Term 1 ● 1.5 Stakeholders in Business ● 1.6 Business growth - organic, external ● 1.6 Business growth - organic, external ● 2.1 Role of Marketing ● 2.2 Market research ● 2.3 Market Segmentation 	<ul style="list-style-type: none"> ● 2.4 Marketing Mix ● Revision & Test Term 2 ● 3.1 Role of Human Resources ● 3.2 Organisational Structures ● 3.2 Organisational Structures ● 3.3 Communication in Business 	<ul style="list-style-type: none"> ● 3.3 Communication in Business ● Revision & Test Term 3 ● 3.4 Recruitment & Selection ● 3.5 Motivation & Retention ● 3.6 Training & Development ● 3.7 Employment Law 	<ul style="list-style-type: none"> ● Revision Business 1 ● Revision & Business 1 PPE ● DIRT ● 4.1 Production processes ● 4.1 Production processes ● 4.2 Quality of goods & services 	<ul style="list-style-type: none"> ● 4.2 Quality of goods & services ● 4.3 Sales Process & customer Service ● 4.3 Sales Process & customer Service ● 4.4 Consumer Law ● 4.5 Business Location ● 4.6 Working with Suppliers ● 4.6 Working with Suppliers + Test
Year 11 BTEC Tech Award Enterprise	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<i>Students learn how to:</i>	<ul style="list-style-type: none"> ● Component 3: Promotion and Finance for Enterprise ● LAA: Promotional Mix: methods & message, sales promotion, personal selling, public relations, direct marketing, 	<ul style="list-style-type: none"> ● Component 3: Promotion and Finance for Enterprise ● profitability & liquidity, profitability ratios, liquidity ratios, ● Component 2: Planning & Pitching an Enterprise 	Component 3 Finance Exam: 1st Feb 2021 <ul style="list-style-type: none"> ● Component 3: Revision activities 	<ul style="list-style-type: none"> ● Revision for Component 3 Finance resit if needed ● Business project 	Exams	

	<p>types of market, Market Segmentation: demographic, geographic, psychographic, behavioural. Factors influencing choice of promotion,</p> <ul style="list-style-type: none"> • LAB: Financial records, methods of payment, sources of revenues & costs, financial terminology: turnover, profit, assets, liabilities. Statement of comprehensive income, statement of financial position • Component 2: Planning & Pitching an Enterprise Activity: • LAB: micro enterprise pitch, contents of pitch, presentation skills - delivering professional pitch, needs of audience, using visual aids, Communication skills, responding to questions 	<p>Activity:</p> <ul style="list-style-type: none"> • LAC: giving feedback, receiving feedback, evaluation • PPE Component 3 				
--	---	---	--	--	--	--

EPCS6:

Pearson BTEC Extended Certificate in Business NQF

Bus Studs Extended Certificate NQF BTEC	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 12	Unit 1 - Exploring Business	Unit 1 - Exploring Business	Unit 2 - Developing Marketing campaign	Unit 1 - Innovation	Unit 2 - Marketing	Unit 3 - Personal Finance
<i>Students learn how to:</i>	<p>Features of business, different types of ownerships, how success is measured, stakeholders, organisational structure</p> <p>Introduction to marketing- Market research and the 4 P's. to prepare for Unit 2</p>	<ul style="list-style-type: none"> External factors which affect business - economic, social, technological, environmental, ethical Competitor & situational analysis PEST, SWOT. 5'Cs analysis, Porter's 5 forces Elasticity of demand 	<ul style="list-style-type: none"> Principles of branding, brand personality, 7 x P, product life cycle, market research Developing campaign budget Evaluating marketing campaign Writing a marketing campaign 	<p>How important is innovation to today's enterprise & business-</p> <p>Exam practice for Unit 2 - Developing a Marketing Campaign</p>	<p>Preparation for marketing exam Preparing a marketing campaign Exam</p>	<p>Role of money</p> <ul style="list-style-type: none"> Dif payment methods Current accounts Types of borrowing Insurance Features of financial institutions Communicating with customers Consumer protection Introduction to business finance - types of costs, cash flow, break-even.
Year 13	Unit 3 - Personal Business Finance	Unit 3 - Personal Business Finance	Unit 8 - Recruitment & selection process	Unit 8 - Recruitment & selection process	Resitting any units needed Finishing Unit 8	
<i>Students learn how to:</i>	<ul style="list-style-type: none"> Sources of finance Cashflow Break even Depreciation Statement of comprehensive income 	<p>Finance - revision of personal and business finance and completion of exam papers for Unit 3 and exam type questions.</p>	<p>Prepare for Exam units 2 and 3 at the start of January. Start unit 8 1st Assignment - explain how large business recruits &</p>	<ul style="list-style-type: none"> 2nd Assignment - undertake recruitment activity with appropriate documentation for recruitment 		

	<ul style="list-style-type: none"> ● Adjustments & interpretation ● Statements of financial position ● Measuring profitability ratios <p><i>Exam practice for Unit 2 Developing a marketing Campaign (SUBJECT TO CLARIFICATION FROM PEARSON)</i></p>	<p><i>Exam practice for Unit 2 Developing a marketing Campaign (SUBJECT TO CLARIFICATION FROM PEARSON)</i></p>	<p>selects, analysing dif recruitment methods, employment law,</p>	<p>activities,</p> <ul style="list-style-type: none"> ● Participate in selection interviews as interviewer and interviewee and evaluate process ● Skills development plan 		
--	---	--	--	---	--	--