

YEAR 9—Curriculum Plan

Business

Business helps to prepare students for an enterprising future. The courses offer an insight into the world of work, and give opportunities to study local, national and international organisations. Personal character and interpersonal skills are developed through, problem solving, planning, organising their assignments and through the practical experience of running their own events.

Technical skills such as business and personal finance market research, promotion, and planning, are developed through a practical and skills based approach to learning and assessment. Learners are encouraged to read up on current affairs and business articles which link directly to their learning and assessment.

Enterprise skills offer progression into a wide range of roles within business, transferable to all organisations.

AUTUMN		SPRING		SUMMER	
Unit 1 – Task 1		Unit 1 – Task 2		Unit 1 – Task 3	
CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:
<ul style="list-style-type: none"> • What is an enterprise? • Types and characteristics of SMEs • The purpose of enterprises • Entrepreneurs 	<ul style="list-style-type: none"> • A.1P1 Identify the purpose, activities and aims of two contrasting local enterprises. • A1.M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises. • A.2P1 Compare the purpose, activities and aims of two contrasting local enterprises. • A.2M1 Analyse how entrepreneurial characteristics and skills support the purpose of a selected local enterprise. • A.1P2 Identify entrepreneurial characteristics and skills demonstrated in 	<ul style="list-style-type: none"> • Consumer needs • Using market research to understand customers • Understanding competitors 	<ul style="list-style-type: none"> • B.1P3 Identify how two local selected enterprises use market research to meet customer needs and understand competitor behaviour. • B.1M3 Outline how two local selected enterprises use market research to meet customer needs and understand competitor behaviour. • B.2P3 Explain how two selected enterprises use market research to meet customer needs and understand competitor behaviour. • B.2M2 Discuss how market research methods are designed 	<ul style="list-style-type: none"> • Internal Factors • External Factors • Situation Analysis • Measuring the success of an SME 	<ul style="list-style-type: none"> • C.1P4 Identify some ways in which internal factors are important for business success. • C.1P5 Identify some ways in which external factors are important for business success. • C.1M4 Outline ways in which internal factors are important for business success. • C.1M5 Outline ways in which external factors are important for business success. • C.2P4 Explain ways in which internal factors are important for business success. • C.2P5 Explain ways in which external factors are important for business success.

	<p>each selected local enterprise.</p> <ul style="list-style-type: none">• A.1M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.• A.2P2 Describe the entrepreneurial characteristics and skills demonstrated in each selected local enterprise.• A.2D1 Assess how successful a selected local enterprise has been in achieving its main purpose.		<p>to meet customer needs and understand competitor behaviour in two selected enterprises.</p> <ul style="list-style-type: none">• B.2D2 Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise.		<ul style="list-style-type: none">• C.2M3 Analyse how the internal and external factors determine the success of a selected enterprise.• C.2D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.
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YEAR 10–Curriculum Plan

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AUTUMN		SPRING		SUMMER	
Component 3		Component 3		Component 3	
CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:
<ul style="list-style-type: none"> • A1 Elements of the promotional mix and their purposes. • A2 Targeting and segmenting the market. • A3 Factors influencing the choice of promotional methods. • B1 Financial Documents • B2 Payment Methods 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • B3 Sources of revenue and costs. • B4 Terminology in financial statements • B5 Statement of comprehensive income • B6 Statement of financial position. • B7 Profitability and liquidity. 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • C1 Using cash flow data • C2 Financial Forecasting • C3 Suggesting improvements to cash flow problems. • C4 Break even analysis and break even point. • Sources of business finance 	<ul style="list-style-type: none"> • 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

YEAR 11–Curriculum Plan

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AUTUMN		SPRING		SUMMER	
Component 2 – Task 1		Component 2 Task 2		Component 2 Task 3	
CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:	CONTENT:	ASSESSMENT:
<ul style="list-style-type: none"> • A1 Generating ideas for a micro enterprise activity. • A2 Plan for a micro enterprise activity 	<ul style="list-style-type: none"> • A.1P1 Identify three potential ideas for micro enterprise activities, using market research. • A.1M1 Outline three potential ideas for micro enterprise activities using market research. • A.2P1 Describe three potential ideas for micro-enterprise activities obtained using market research. • A.1P2 Prepare an outline plan for a final micro-enterprise activity. • A.1M2 Prepare an outline plan for a final micro enterprise 	<ul style="list-style-type: none"> • B1 Pitching a micro enterprise activity. • B2 Presenting a business pitch. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • C1 Using feedback and review to identify possible changes to the pitch. 	<ul style="list-style-type: none"> • C.1P4 Identify the elements of the business plan that contributed to success of the pitch. • C.1M4 Outline the elements of the business plan that contributed to the success of the pitch. • C.2P4 Describe the elements of the business plan that contributed to the pitch. • C.1P5 Identify own skills demonstrated in the pitch. • C.1M5 Outline in detail own skills demonstrated in the pitch.

	<p>activity giving some reasons for choice of final idea.</p> <ul style="list-style-type: none"> • A.2P2 Prepare a realistic plan for a final micro-enterprise activity, fully explaining reasons for choice of final idea. • A.2M1 Prepare a detailed, well structured realistic plan for a final micro enterprise activity, giving detailed reasons for choice of idea supported by individual research. • A.2D1 Prepare a comprehensive and realistic plan for a final micro-enterprise activity, supported by clear individual research. 		<ul style="list-style-type: none"> • B.2D2 Deliver an effective pitch of the plan to an audience, demonstrating excellent communication and presentation skills. 		<ul style="list-style-type: none"> • C.2P5 Review the success of the pitch, using examples of reference own skills, and suggest improvements. • C.2M3 Analyse the success of the plan and pitch, giving detailed examples, and suggesting improvements. • C.2D3 Evaluate the success of the plan and pitch, and recommend how improvements to the plan and pitch could be made.
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