

We aim to create the very best Business studies students. The aim of the business curriculum is to develop students' understanding of how the local / national / global economy works through analysing economic issues, problems and institutions that affect everyday life. The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability skills and identify business problems and opportunities. We provide a balanced curriculum overall for students 14 – 18 years of age covering topics such as roles and responsibilities of setting up a new business and its financial management, Human Resources and operations.

# BTEC Enterprise



Unit 5 Business Planning

Unit 8 Marketing Communications

Theme 4: Global business

Theme 3: Business decisions and strategy

Unit 4 managing and Leading

Applied General in Business Studies

GCE in Business Studies



Unit 3 Entrepreneurial Opportunities

Unit 2 Business Dynamics

Unit 1 Finance

Theme 1: Marketing and people

Theme 2: Managing Business activities

KS5

Feb Year 11 External Examination  
May Year 11 resit

Learners will have knowledge and understanding of statements of comprehensive income; financial position

Learners will have knowledge and understanding of financing an enterprise and budgets

Knowledge and understanding of break-even analysis and interpretations; limitations

Learners will have knowledge and understanding of cash inflows and outflows; statements and forecasts; cash flow problems and solutions

Learners will have knowledge and understanding of Profit and Loss accounts



Component 3 Marketing and Finance: Learning Aim A, B & C

Learners will have knowledge and understanding of the marketing Mix (4P's)

Learners will have knowledge and understanding of the types of market and market segmentation; Learner will learn the Marketing mix

Learners will have knowledge and understanding of the types of market and market segmentation; factors influencing choice of promotion



Year 11 BTEC

Learners will use their communication skills to respond to questions

Learners will present their pitch to a panel using the following skills: Being professional, audience, visual aids

Learners will carry out a risk assessment on their enterprise idea

Learners will identify and communicate with the target market

Learners will plan the resources required to start-up

Learners will have knowledge and understanding of enterprises that offer goods and Services



Learners will selecting an enterprise idea

Learners will generate ideas for a micro enterprise activity

Learners will carry out a skills audit

Learners will plan for a micro enterprise activity

Component 2 Planning for and pitching an enterprise activity: Learning Aim A, B & C

Learners will have knowledge and understanding of situational analysis

Learners will have knowledge and understanding of the impact of internal and external factors on enterprises



Learners will have knowledge and understanding of the characteristics of enterprises.

Learners will have knowledge and understanding of entrepreneurs

Learners will have knowledge and understanding of identifying the reasons for and measuring the success of an enterprise

Learners will use market research to understand customers

Learners will have knowledge and understanding of identifying and understanding competitors



Year 10 BTEC

Introduction to Component 1 Exploring Enterprises; Learning Aim A,B &C.

Start of KS4

