

Business - Curriculum Narrative

Key stage 4 - Tech Award in Enterprise.

The Tech Award in Enterprise Level 2 is a dynamic and practical qualification designed for students aged 14-16 who are interested in developing a comprehensive understanding of business and enterprise. This curriculum equips students with the essential skills and knowledge to understand how businesses operate, the factors influencing success, and the entrepreneurial mindset necessary to thrive in the business world. It provides a foundation for further study and a potential career in business, entrepreneurship, or related fields.

Curriculum Structure

The curriculum is divided into three main components: Exploring Enterprises, Planning for and Pitching an Enterprise Activity, and Promotion and Finance for Enterprise. Each component builds on the previous one, ensuring a progressive and coherent learning experience.

Component 1: Exploring Enterprises

This introductory component provides students with an understanding of what an enterprise is and the key characteristics of successful businesses. Students will:

- Investigate the purpose, activities, and aims of different enterprises.
- Explore the qualities and skills of successful entrepreneurs.
- Analyse the impact of external factors on businesses, including economic, social, and technological influences.
- Through case studies and real-life examples, students will gain insights into various enterprises, ranging from small local businesses to large multinational corporations. They will learn to evaluate the strengths and weaknesses of different business models and understand the importance of innovation and adaptability in the business world.

Component 2: Planning for and Pitching an Enterprise Activity

In this practical component, students apply their knowledge by planning and pitching their own enterprise ideas. This includes:

- Generating business ideas and conducting market research.
- Developing a business plan that outlines their vision, target market, financial projections, and marketing strategies.
- Preparing and delivering a business pitch to potential investors or stakeholders.
- Students will develop essential skills in research, planning, communication, and presentation. They will learn how to create persuasive business pitches, handle questions, and refine their ideas based on feedback. This component emphasises the importance of creativity, critical thinking, and resilience in the entrepreneurial process.

Component 3: Promotion and Finance for Enterprise

The final component focuses on the practical aspects of running an enterprise, with a particular emphasis on promotion and finance. Students will:

- Explore different promotional strategies and how to effectively market products or

services.

- Understand the importance of budgeting, financial planning, and managing cash flow.
- Learn about sources of finance and financial decision-making.
- By engaging in hands-on activities, such as creating marketing campaigns and developing financial plans, students will gain a deeper understanding of the operational challenges and opportunities in running a business. This component prepares students for real-world business scenarios and equips them with the skills to make informed financial and marketing decisions.

Assessment

The Tech Award in Enterprise Level 2 uses a combination of internal and external assessments to evaluate student performance. Assessments include:

- Assignments and projects that require students to apply their knowledge and skills to practical business scenarios.
- Presentations and pitches that assess students' communication and entrepreneurial abilities.
- Written exams that test students' understanding of key business concepts and theories.
- Outcomes and Progression
- Upon completion of the Tech Award in Enterprise Level 2, students will have developed a solid foundation in business and enterprise. They will have gained valuable skills in research, analysis, planning, communication, and financial management. This qualification opens up opportunities for further study in business-related subjects at Level 3, such as BTEC Nationals in Business or A-levels in Business Studies or Economics. It also provides a strong basis for entering the workforce or pursuing entrepreneurial ventures.

KS4 - Business GCSE

The GCSE Business Edexcel (9-1) course is a comprehensive and engaging qualification designed for students aged 14-16 who are interested in understanding the world of business. This course provides students with a thorough grounding in business concepts, practices, and skills, equipping them with the knowledge needed to navigate the dynamic and ever-evolving business environment. The curriculum covers key aspects of business, from entrepreneurship and marketing to finance and operations, fostering critical thinking and practical application.

Curriculum Structure

The GCSE Business Edexcel (9-1) curriculum is structured into two main themes, each containing several topics that progressively build students' understanding of business principles and practices.

Theme 1: Investigating Small Business

This theme focuses on the foundational aspects of business and the key elements that contribute to the success of small enterprises. Students will explore:

- Enterprise and Entrepreneurship: The nature of business activity, the role of entrepreneurship, and the characteristics of successful entrepreneurs.

- Spotting a Business Opportunity: Identifying and analysing market opportunities, understanding customer needs, and conducting market research.
- Putting a Business Idea into Practice: Business planning, financial forecasting, and setting business aims and objectives.
- Making the Business Effective: The importance of business location, marketing mix, and the role of technology in business.
- Understanding External Influences on Business: The impact of economic, social, legal, and technological factors on business operations.
- Through case studies, practical exercises, and real-world examples, students will gain a deep understanding of how small businesses are created, managed, and grown. They will develop skills in market analysis, business planning, and decision-making.

Theme 2: Building a Business

This theme extends students' knowledge by focusing on how businesses develop and expand. It covers:

- Growing the Business: Methods of business growth, the impact of growth on operations, and the role of global markets.
- Making Marketing Decisions: Developing marketing strategies, understanding market segmentation, and the importance of the marketing mix.
- Making Operational Decisions: The role of production processes, quality control, and the importance of customer service.
- Making Financial Decisions: Financial management, sources of finance, and the analysis of financial performance.
- Making Human Resource Decisions: Recruitment, training, and the management of employees to improve business performance.
- Students will delve into the complexities of scaling a business, exploring strategic decision-making, financial planning, and operational efficiency. This theme emphasises the importance of strategic thinking and long-term planning in business success.

Assessment

The GCSE Business Edexcel (9-1) course uses two externally assessed examinations to evaluate student performance. Each exam covers one of the two themes and consists of multiple-choice, short-answer, and extended-writing questions that assess students' knowledge and application of business concepts.

Paper 1: Investigating Small Business (Theme 1) – 50% of the final grade.

Paper 2: Building a Business (Theme 2) – 50% of the final grade.

The assessments are designed to test students' understanding of business theory, their ability to apply knowledge to real-world scenarios, and their analytical and evaluative skills.

Outcomes and Progression

Upon completion of the GCSE Business Edexcel (9-1) course, students will have developed a robust understanding of business principles and practices. They will possess critical skills in research, analysis, planning, and decision-making, preparing them for further study or

careers in business and related fields. This qualification provides a strong foundation for Economics, or vocational qualifications such as BTEC Nationals in Business. It also equips students with practical skills valuable for entrepreneurship or entry-level positions in the business world.

Progression:

The GCSE Business Edexcel (9-1) course is an enriching and practical qualification that prepares students for the complexities of the business world. Through a combination of theoretical knowledge and practical application, students gain a comprehensive understanding of business operations, strategies, and the external environment. This course not only fosters academic growth but also instils an entrepreneurial mindset, empowering students to pursue their aspirations in the dynamic field of business.

Key stage 5 - Pearson BTEC Extended Diploma in Business.

The Extended Diploma in Business (1080 Guided Learning Hours) is an extensive and immersive qualification designed to equip students with a comprehensive understanding of business principles, practices, and skills. This qualification prepares students for higher education and various business careers by covering a broad spectrum of business disciplines. The curriculum is structured to provide both core foundational knowledge and opportunities for specialisation, ensuring students develop a well-rounded understanding of the business world.

Curriculum Structure

The Extended Diploma in Business comprises a mix of core and optional units, ensuring a balanced and comprehensive education in business. The core units establish foundational knowledge and skills, while the optional units allow for specialisation in areas of interest. This curriculum narrative includes the following units:

Core Units

Unit 1: Exploring Business

- Introduction to the nature of business, the environment in which businesses operate, and the roles of different business functions.
- Examination of various business organisations, their objectives, and the influences that affect their operations.

Unit 2: Developing a Marketing Campaign

- Understanding the principles of marketing and the process of developing a successful marketing campaign.
- Analysing market research data, setting marketing objectives, and creating effective marketing strategies.

Unit 3: Personal and Business Finance

- Financial management principles for individuals and businesses.
- Topics include personal finance, financial planning, budgeting, and the interpretation of financial statements.

Unit 4: Managing an Event

- Planning, organising, and managing business events.

- Developing project management skills, including budgeting, scheduling, and risk management.

Unit 5: International Business

- Exploring the global business environment and the challenges faced by businesses operating internationally.
- Understanding trade regulations, cultural differences, and international marketing strategies.

Unit 6: Principles of Management

- Introduction to management theories and practices.
- Topics include leadership styles, decision-making processes, and the role of managers in business operations.

Unit 7: Business Decision Making

- Techniques and tools for making informed business decisions.
- Analysis of business data, evaluating options, and implementing solutions.

Unit 8: Recruitment and Selection Process

- Understanding the recruitment process from job analysis to selection.
- Topics include writing job descriptions, conducting interviews, and evaluating candidates.
- Optional Units

Unit 14: Investigating Customer Service

- Principles of providing excellent customer service and its importance to business success.
- Techniques for handling customer complaints and improving customer satisfaction.

Unit 16: Visual Merchandising

- Understanding the impact of visual merchandising on consumer behaviour and sales.
- Topics include store layout, display techniques, and creating effective visual marketing strategies.

Unit 19: Pitching for a New Business

- Developing and presenting a business idea to potential investors or stakeholders.
- Skills in preparing business plans, pitching techniques, and responding to feedback.

Unit 21: Training and Development

- The role of training and development in enhancing employee performance and business success.
- Designing training programs, assessing training needs, and evaluating the effectiveness of training initiatives.

Unit 27: Work Experience in Business

- Gaining practical experience in a business environment.
- Applying theoretical knowledge to real-world scenarios, reflecting on learning, and developing professional skills.

Assessment

The Extended Diploma in Business uses a combination of internal and external assessments to evaluate student performance. Assessments include:

- Coursework: Assignments, projects, and presentations that require students to apply their knowledge and skills to real-world business scenarios.

- Examinations: Written exams that test students' understanding of key business concepts and theories.
- Practical Assessments: Activities such as event management, business decision-making exercises, and work experience reflections.

Outcomes and Progression

Upon completion of the Extended Diploma in Business, students will have developed a robust understanding of business operations and strategies. They will possess critical skills in research, analysis, planning, and decision-making, preparing them for higher education or careers in business. Graduates can pursue further studies in business-related degrees, such as Business Administration, Marketing, Finance, or International Business.

Alternatively, they can enter the workforce in various roles, including management, marketing, human resources, and entrepreneurship.