

Introduction

Studying Business and Enterprise will provide students with an introduction to into the world of business. Students will follow the Pearson BTEC Level 1 Introductory Award in Business which will allow some to be considered to be entered for a formal qualification at the end of year 9. Students will complete two units, firstly “branding a product” followed by “developing a progression plan”

Throughout these two units’ students will develop the skills and behaviours needed to progress to the next stage in their learning, identifying progression opportunities and creating a plan to enable them to get there. Students will learn how business create effective brands which give them an advantage in a market that has many similar products, they will then be given a product to brand by creating a logo and strapline and create and deliver a presentation to “sell” their idea.

Topics covered in each year group

Year 9

Topics covered:

Branding a Product
Developing a Progression Plan

PROGRAM OF STUDY

Topics will be covered based on the following timescale:

Autumn Term 1

Definitions of branding, logo and strapline
Consideration of target market
Consideration of design

Autumn Term 2

Assessment portfolio work– creating a brand

Spring Term 1

Assessment portfolio work – producing and delivering a presentation

Spring Term 2

Benefits and purpose of developing a progression plan
Finding out about progression opportunities
Setting a progression goal

Summer Term 1

Identifying the skills and behaviours needed to meet progression goal
Reviewing own skills and behaviours against progression goal

Summer Term 2

Creating a progression plan
Sources of information about progression opportunities and requirements
Producing a progression plan – assessment portfolio work

Year 10

Topics covered:

THEME ONE: INVESTIGATING SMALL BUSINESS

- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

THEME TWO: BUILDING A BUSINESS

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

PROGRAM OF STUDY

Topics will be covered based on the following timescale:

Year 10

Autumn Term 1

- Dynamic Nature of Business
- Risks and Rewards
- Enterprise and Entrepreneurship
- Customer Needs
- Market Research
- Market segmentation and mapping

Autumn Term 2

- Competitive environment
- Aims and Objectives
- Franchising
- Business Ownership and Liability

Spring Term 1

- Business Location
- Sales Revenue, Costs and Profit
- Cashflow

Spring Term 2

- Sources of Finance
- Marketing Mix
- Customer Satisfaction

Summer Term 1

- Technology and Business
- Breakeven
- Business Planning
- Stakeholders

Summer Term 2

- External Influences:
- The Business Cycle
- Employment and Tax
- Interest Rates
- Exchange Rates

Year 11

Year 11

Autumn Term 1

Business Growth
Financing Growth
Changes in Aims and Objectives
Globalisation
International Trade

Autumn Term 2

Ethics
The Environment
Product and the Product Life Cycle
The Design Mix
Pricing Strategies
Promotion
Place

Spring Term 1

Production
Stock Control
Procurement and Suppliers

Spring Term 2

Quality
Organisational Structures
Communication
Different ways of working
Recruitment and Selection
Training and Motivation
Remuneration

Summer Term 1

Business Calculations
Measuring Business Performance

Revision activities for both units

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