

BUSINESS

Curriculum Map:

[Business KS4](#)

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Key Stage 4

Subject	Business Enterprise
Qualification	BTEC Tech Award
Exam Board	Pearson
Course Leader	Miss Kirk
Course summary	Enterprise & Marketing is an interesting, but challenging, course which concentrates on learning business.
What will students learn?	<p>Component 1 Exploring Enterprises Students will investigate how and why enterprises and entrepreneurs are successful. This will include exploring customer needs and competitor behaviour through market research.</p> <p>Component 2 Planning and Presenting a Micro Enterprise Idea Learners will generate two realistic ideas for a micro-enterprise and choose one of these to plan within a budget. They will individually present their business plan for their idea and review the production and delivery of their presentation to make recommendations for improvements.</p> <p>Component 3 Marketing and Finance for Enterprise. Students will explore how marketing is used by enterprises and the factors that influence how enterprises identify and target their market. Learners will complete financial documents and statements and explore how to use them to monitor and improve the performance of an enterprise to make decisions and recommend strategies for success.</p>
How will students be assessed?	<p>Component 1: Enterprise & Marketing Concepts. Internal Assessment (33%)</p> <p>Component 2: Design a Business Proposal Internal Assessment (33%)</p> <p>Component 3: Market and pitch a business proposal Assessed by an External Exam (2 hrs - 60 marks) (33%)</p>

Key Stage 5

Subject	Business Studies
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Qualification	OCR Technical Extended Certificate Level 3
Exam Board	OCR
Course Leader	Miss Kirk
Course summary	This course is designed to give students the opportunity to study many of the aspects involved in setting up and running a business. This is done through investigative work based on real life business examples
What will students learn?	<p>Unit 1 – The Business Environment (120GLH)</p> <ul style="list-style-type: none"> • Aims and objectives • Functions, organisation and structure • Finance • Stakeholders • The external environment <p>Unit 4 – Customers and Communication (60 GLH)</p> <ul style="list-style-type: none"> • Customers and their importance to the business • Customer service and communication • Written, verbal and non-verbal communication • Communication constraints and issues <p>Unit 2 – Working in Business (60 GLH)</p> <ul style="list-style-type: none"> • Business protocols • Business meetings • Business documents • Communicating with stakeholders • Prioritising business tasks <p>Unit 20 – Business Events (60 GLH)</p> <ul style="list-style-type: none"> • Be able to prepare for a business event • Be able to support the running of a business event • Review and Evaluate the business event. <p>Unit 16 – Principles of Project Management (60 GLH)</p> <ul style="list-style-type: none"> • Skills and stages of project management • Prepare a project plan • Monitor a project plan
How will students be assessed?	Units 1 and 2 are externally assessed via examination (January) All other units are Coursework internally assessed units Grades are issued at Pass, Merit and Distinction and Distinction* levels.