

Curriculum Map – Business

Intent

Business is for learners that want to acquire sector-specific applied knowledge by studying enterprises, entrepreneurs, customers, competitors, the external environment, business planning and presenting, marketing and finance both at a national and a global level. Business enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic contexts, and personal skills, as well as have a strategic view of business opportunities and issues by the end of year 13.

	Autumn Term	Spring Term	Summer Term
Year 10	C1: Exploring Enterprises Learning Outcome A – Understand how and why enterprises and entrepreneurs are successful B – Understand customer needs and competitor behaviour through market research C – Understand how the outcomes of situation analyses may affect enterprises	C1 Exploring Enterprises PSA – Pearson Set Assignment:- Internal tasks - 6 hours of preparation time and 5 hours write-up time to be completed in exam conditions across Business Enterprise lessons.	C2 Planning and Presenting a Micro-Enterprise idea Learning outcomes A – Choose an idea and produce a plan for a micro-enterprise idea B – Present a plan for the micro-enterprise idea to meet specific requirements C Review the presentation of the micro-enterprise To develop knowledge and understanding of the skills required to plan for a micro-enterprise. To be able to research in order to complete an accurate and realistic business plan for their chosen micro-enterprise idea within a given budget. To develop skills to produce and deliver an electronic presentation that summaries the business plan. To develop critical thinking skills to review and reflect on the success of the production and delivery of the presentation and be able to recommend improvements.

Year 11	<p>C2 Planning and Presenting a Micro-Enterprise idea</p> <p>PSA – Pearson Set Assignment:- Internal tasks - 6 hours of preparation time and 7 hours write up time, to be completed in exam conditions across Business Enterprise lessons</p>	<p>C3- Marketing and Finance for Enterprise Learning outcomes A – Marketing activities B – Financial documents and statements</p> <p>To explore how and why enterprises target their markets using the marketing mix and different factors that will affect the choice of marketing methods. You will also explore the importance of brand image and reputation on attracting and retaining customers.</p> <p>To be able to complete and interpret financial documents as well exploring the purpose, typical format and the part that each document plays when ordering, recording and paying for goods and services. You will understand how these financial statements could be of interest to the stakeholders.</p>	<p>C3- Marketing and Finance for Enterprise Learning outcome C - Financial planning and forecasting</p> <p>To explore the range of budgets used by enterprises and calculate simple budget, cashflow forecast and a breakeven analysis and be able to comment on the results.</p> <p>To explore the different sources of finance for different purposes or at different stages.</p>
Year 12	<p>Theme 1 – Marketing and People 1.5 Entrepreneurs and leaders 1.1 Meeting customer needs 1.2 Market 1.3 Marketing Mix and strategy</p>	<p>Theme 1 – Marketing and People 1.4 Managing people</p> <p>Mock exam Theme 1</p> <p>Theme 2 2.1 Raising finance 2.2 Financial planning 2.3 Managing finance 2.4 Resource management</p>	<p>Theme 2 Managing Business Activities 2.5 External Influences</p> <p>Mock Exam – Theme 1 and 2</p> <p>Theme 3 – Business Decisions and Strategy 3.1 Business Objectives and strategy 3.4 influences on Business Decisions</p> <p>Investigation on a sector of industry e.g. Fashion, Entertainment</p>
Year 13	<p>Theme 3 – Business Decisions and Strategy 3.2 Business Growth 3.3 Decision making techniques 3.5 Assessing competitiveness 3.6 Managing change</p>	<p>Theme 3 Mock exam</p> <p>Theme 4 – Global Business 4.1 Globalisation 4.2 Global markets and business expansion 4.3 Global marketing</p> <p>Investigating business in a competitive environment – pre- release</p>	<p>Theme 4 – Global Business 4.4 Global industries and companies</p> <p>Investigating business in a competitive environment – pre- release</p>

BTEC Tech Award Enterprise

Assessment Objectives

Component 1 – Exploring Enterprises – Internal PSA – externally moderated – 60 marks

Task 1a – The impact of the activities carried out by the selected enterprise to its success

Task 1b – The impact of the skills and characteristics of the entrepreneur associated with a selected enterprise to its success

Task 2 – Market research methods

Task 3a – PEST analysis

Task 3b – SWOT analysis

Component 2 – Planning and Presenting a Micro-Enterprise idea – Internal PSA – externally moderated – 60 marks

Task 1a – Choosing an idea

Task 1b – Planning your chosen micro-enterprise idea

Task 2a – Presenting your business plan

Task 2b – Reviewing the presentation

Component 3 – Marketing and Finance for Enterprise – 2 hours – 60 marks

AO1 Demonstrate knowledge of facts, terms and issues in relation to enterprise

AO2 Demonstrate an understanding of facts, terms and issues in relation to enterprise

AO3 Apply an understanding of facts, terms and issues in relation to enterprise

AO4 Make connections with concepts, issues and terms in enterprise

AO5 Carry out calculations to complete financial documents, carry out calculations using formulae and ratios, and construct and interpret break-even charts

A Level Business

Assessment Objectives

Paper 1 - Marketing, people and global businesses - 35% of the total qualification

Paper 2 - Business activities, decision and strategy - 35% of the total qualification

Paper 3 - Investigating business in a competitive environment - 30% of the total qualification

AO1 Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected by and respond to business issues

AO2 Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected by and respond to issues

AO3 Analyse issues within business, showing an understanding of the impact on individuals and organisations of external and internal influences

AO4 Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues