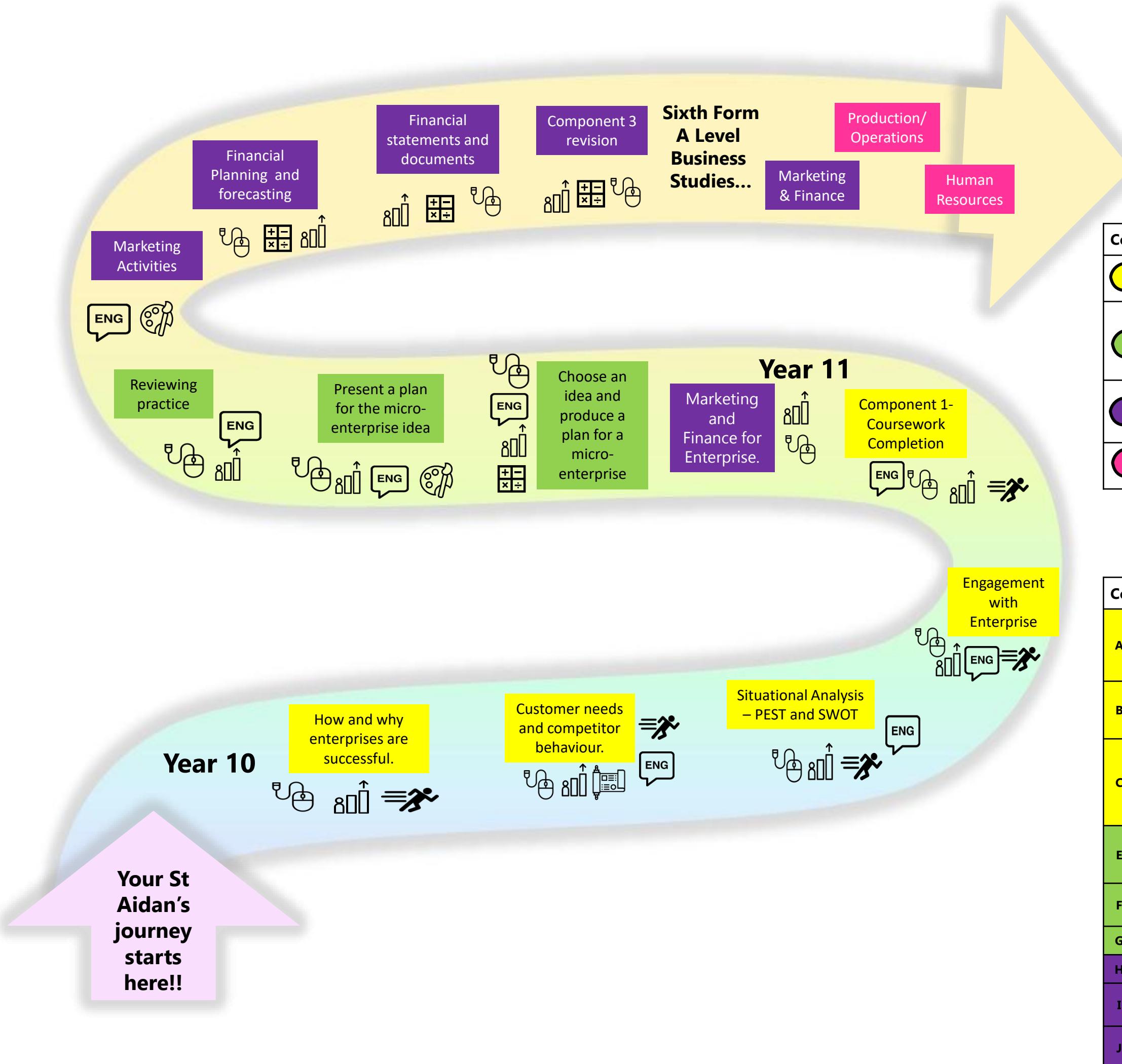




# Business' Learning Journey

*"Don't sit down and wait for the opportunities to come. Get up and make them."*  
Madam C.J. Walker, first female self-made millionaire



Read like a Businessman	
The Economist	The Economist <a href="https://www.economist.com/business">https://www.economist.com/business</a>
Which	Which? <a href="https://www.which.co.uk/">https://www.which.co.uk/</a>
	FIRST-TIME ENTREPRENEUR?: Set Your Strategy, Master Your Mindset and Turn Your Business Idea Into Reality.
	Teenpreneur: How to build a business in your teens
	Social Media Marketing Guide 2021 2 Books in 1: Gain Customers Through Instagram, Facebook, YouTube, and Twitter

Business Careers	
Accountant	Human Resources
Business advisor	Marketing
Consultant	Project Manager
Data analyst	Sales Advisor
Stock market analyst	Teacher / Lecturer
Entrepreneur / CEO	Brand specialist

Curriculum Links			
	Science		MFL
	English		ICT
	P.E/ Sport		RE
	Geography		Careers
	Art		PHSE/ Citizenship
	DT/ Engineering		History
	Music		Maths

NC Skills	
1	Mathematical Fluency
2	Reason Mathematically
3	Solve problems

TV Programmes	
1	The Apprentice
2	Dragons Den

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## Business Narrative The 2 Year Journey

All businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses. Study of this sector at Key Stage 4 will complement GCSE study through providing an opportunity for practical application alongside conceptual study. There are also strong opportunities for post-16 progression in this sector.

### **Year 10**

Pupils start the BTEC course with Component 1. They start by deepening their knowledge of exploring enterprises using real local and national examples before moving on experiment with different primary and secondary marketing methods. Pupils will strengthen their understanding through scholarly reading, practical focus groups and direct contact with entrepreneurs. Pupils will then learn about SWOT and PEST to analyse how these may affect enterprises. Our scholarly reading supports our extending writing task of 'Can Entrepreneurs be ethical'. On completion of the key theory components pupils will complete a Pearson set assignment, have 6 hours to prepare and 5 hours to complete under supervision. Component 1 coursework equates to 30% of the final grade.

On completion of Component 1 pupils will start Component 3 which explores the Marketing and Finance of enterprise. Pupils will already have picked up pockets of knowledge around this from working with enterprises in Component 1, however this is deepened by learning all about the range of methods of marketing. Pupils then move onto the finance of an enterprise, discovering how they are financed from their initial set up, today to day cash flow day, net and gross profit and business financial documents. This exam equates to 40% of the final grade, this will be completed at the end of Year 11.

### **Year 11**

Component 2, Planning and Presenting a micro enterprise idea. Pupils will research and conclude on a chosen business idea, complete a business plan then a presentation to pitch their idea. The skills gained from this component are everlasting, whether it be supporting pupils in presentation at college, university, or in the world of work. This component concludes with a self evaluation. As with Component 1, this piece is again 30% of the final grade. Pupils will then pick back up with Component 3 to revise in preparation for their exam.

### **Year 12 and beyond**

When studying Business Studies at A-level, students will develop their existing knowledge of businesses and the environment in which they operate; by either extending their knowledge gained at GCSE level or developing their current understanding of the business environment. They will achieve this by concentrating on the four main functional areas of a business; marketing, production/operations, human resources and finance, as well as considering the internal and external factors which affect the decision making process of a business.

Year /Cycle	Sub Concept:	Curriculum assessed:	Assessment Type
Year 10 Cycle 1	Component 1. Learning objective A.	Understanding the size and feature of SMEs, sectors and business models, aims and activities of enterprises and skills and characteristics of entrepreneurs.	Formative
	Component 1. Learning objective B.	Exploring if you can be an ethical entrepreneur.	Extended Writing
		Understanding how market research is vital to any enterprise to meet the needs of the customers. Looking at qualitative, quantitative, primary and secondary research as well as understanding competitors.	Formative
Year 10 Cycle 2	Component 1. Learning objective C.	Exploring the situational analysis through PEST and SWOT to measure how an enterprise is a success.	Formative
	Component 3. Learning objective A.	Understanding marketing activities including targeting and segmenting the market, 4Ps of the marketing mix, factors that influence the choice of marketing methods and trust, reputation and loyalty.	Formative
	Component 1. Learning objective A.	Exam set assessment brief set within Jan26 to May 26 window.	Summative - External Assessment
	Component 1. Learning objective B.	Exam set assessment brief set within Jan 26 to May 26 window.	Summative - External Assessment
Year 10 Cycle 3	Component 1. Learning objective C.	Exam set assessment brief set within Jan 26 to May 26 window.	Summative - External Assessment
	Component 3. Learning objective B	Introduction to financial documents, payment methods, revenue and costs, financial statements and profitability and liquidity.	Formative
	Component 3. Learning objective C.	Understand budgeting, cash flow, improving cash flow problems, break even and sources of finance.	Formative
Year 11 Cycle 1	Component 2 – Learning objectives A – C.	Preparation	NA
	Component 2 – Learning objective A.	Exam set assessment brief set within Sept 26 to Dec 26 window.	Summative - External Assessment
Year 11 Cycle 2	Component 2 – Learning objective B.	Exam set assessment brief set within Sept 26 to Dec 26 window.	Summative - External Assessment
	Component 2 – Learning objective C.	Exam set assessment brief set within Sept 26 to Dec 26 window.	Summative - External Assessment
	Component 3	Revision and final prep for external examination May / June 27.	Formative dependant on gaps.
Year 11 Cycle 3	Component 3	Revision and final prep for external examination May / June 27.	Summative - External Assessment