

# Curriculum intent: business and enterprise



	Y9	Y10	Y11
<b>Enterprise, Ethics and Entrepreneurship</b>	<b>GCSE</b> <ul style="list-style-type: none"> <li>The dynamic nature of business</li> <li>Why and how new businesses come about</li> <li>Risk and reward</li> <li>The role of entrepreneurship</li> <li>Added value</li> <li>Business ownership and liability- sole trader, partnership, private limited companies</li> </ul>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Business growth</li> <li>Business and globalisation</li> <li>Business ownership and liability- PLC's</li> <li>Ethics, the environment and business</li> </ul>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Organic and inorganic growth</li> <li>Considering business context in relation to growth</li> <li>Selecting the correct business format</li> <li>Can a business be profitable and ethical</li> <li>Evaluating business success</li> </ul>
	<b>(Component 2)</b> <ul style="list-style-type: none"> <li>Generating ideas for a micro enterprise</li> <li>Goods and services</li> <li>Selecting an idea</li> <li>Pitching</li> <li>Presentation skills</li> <li>Feedback</li> </ul>	<b>BTEC (Component 1)</b> <ul style="list-style-type: none"> <li>Business enterprises and their characteristics</li> <li>Types of enterprise</li> <li>Entrepreneurs</li> <li>The purpose of enterprise</li> <li>Skills for success</li> </ul>	
<b>Marketing</b>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Customer Needs</li> <li>Market research</li> <li>Market segmentation</li> <li>The 4 P's applied to small businesses</li> <li>The competitive environment</li> </ul>	<b>GCSE</b> <p>The 4 P's applied to large businesses</p> <ul style="list-style-type: none"> <li>Product- design mix, product life cycle, Boston matrix</li> <li>Price- pricing strategies</li> <li>Place- Distribution methods</li> <li>Promotion- methods available</li> </ul>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Using the marketing mix to make business decisions</li> <li>Balancing the marketing mix based on external factors</li> <li>Comparing promotional strategies</li> <li>Selecting appropriate marketing methods based on business size</li> </ul>
	<b>(Component 2)</b> <ul style="list-style-type: none"> <li>Primary and secondary research</li> <li>Market segmentation/target markets</li> <li>The 4 P's</li> <li>Developing promotional material</li> </ul>	<b>BTEC (Component 1)</b> <ul style="list-style-type: none"> <li>Market research- customer wants and needs</li> <li>Using market research</li> <li>Extensive primary research methods and their purpose</li> <li>Extensive secondary research methods and their purpose</li> <li>Identifying and understanding competitors</li> </ul>	<b>BTEC (Component 3)</b> <ul style="list-style-type: none"> <li>The promotional mix</li> <li>Market segmentation- demographic, geographic, psychographic and behavioural</li> <li>Factors influencing the choice of promotion</li> </ul>
<b>Business Finance</b>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Business aims and objectives</li> <li>Business revenues, cost and profit</li> <li>Break- Even</li> <li>Cash and cash flow</li> <li>Sources of finance for start-up businesses</li> <li>Business plans</li> </ul>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Changing business aims and objectives</li> <li>Gross and net profit</li> <li>Business calculations: profit margins, ARR</li> <li>Understanding business performance</li> <li>Sources of finance for large businesses</li> </ul>	<b>GCSE</b> <ul style="list-style-type: none"> <li>Selecting and Interpreting financial documents</li> <li>Assessing the value of financial documents</li> <li>Key formulas</li> <li>Selecting appropriate sources of finance</li> </ul>
	<b>BTEC (Component 2)</b> <ul style="list-style-type: none"> <li>Business revenue, costs and profit, breakeven</li> </ul>		<b>BTEC (Component 3)</b> <ul style="list-style-type: none"> <li>Financial records</li> <li>Method of payment</li> </ul>

	<ul style="list-style-type: none"> <li>• Sources of finance for start-up businesses</li> <li>• Aims and objectives</li> <li>• Business planning</li> </ul>		<ul style="list-style-type: none"> <li>• Sources of revenue and costs</li> <li>• Turnover and profit</li> <li>• Assets and liabilities</li> <li>• The income statement</li> <li>• Statement of financial position</li> <li>• Profitability and liquidity</li> <li>• Ratios</li> <li>• Cash inflows and outflows</li> <li>• Cash flow forecasting</li> <li>• Cash flow problems</li> <li>• Break even charts</li> <li>• Break even analysis</li> <li>• Financing and enterprise</li> <li>• Internal and external finance</li> </ul>
<p><b>Business operations</b></p>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Business operations- job and batch production</li> <li>• Managing quality</li> <li>• Customer service</li> </ul> <p><b>(Component 2)</b></p> <ul style="list-style-type: none"> <li>• Methods of communicating with customers</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Business operations- flow production</li> <li>• Working with suppliers</li> <li>• Technology, productivity and production</li> <li>• Managing stock</li> <li>• Procurement- working with suppliers</li> <li>• Quality control and quality assurance</li> <li>• The sales process</li> </ul> <p><b>BTEC</b></p> <ul style="list-style-type: none"> <li>• Customer service</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Selecting the appropriate method of production</li> <li>• Monitoring the relationship between production and quality</li> <li>• Suppliers overseas</li> <li>• The impact of delivering high quality customer service and after sales</li> </ul>
<p><b>External Factors</b></p>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Business location</li> <li>• Business stakeholders</li> <li>• Technology and business</li> <li>• Legislation and business</li> <li>• The economy and business</li> <li>• External influences</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Changing business location</li> <li>• Stakeholder conflicts</li> <li>• The barriers of red tape</li> <li>• Changing legislation</li> <li>• Brexit and Trade</li> </ul> <p><b>BTEC</b></p> <ul style="list-style-type: none"> <li>• Social and political pressures influencing enterprises</li> <li>• The impact of internal and external factors on businesses</li> <li>• SWOT analysis</li> <li>• PEST analysis</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• The impact of external factors on business location</li> <li>• Stakeholder decisions</li> <li>• Legislation in action</li> <li>• The economy and international business</li> <li>• Exchange rates</li> </ul>
<p><b>Human Resources</b></p>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Methods of recruitment</li> <li>• The selection process</li> </ul> <p><b>(Component 2)</b></p> <ul style="list-style-type: none"> <li>• Personal auditing (C2)</li> <li>• Risk assessments</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Organisational structures</li> <li>• Effective recruitment</li> <li>• Effective training and development</li> <li>• Motivation</li> </ul>	<p><b>GCSE</b></p> <ul style="list-style-type: none"> <li>• Centralisation vs decentralisation</li> <li>• Hierarchical structures and span of control</li> <li>• Financial &amp; non-financial methods of motivation</li> </ul>