

**OVERVIEW**

The Business Studies Curriculum at SCA is knowledge rich, providing students with the knowledge and skills required to successfully run/ contribute to a business beyond 16. The Level 1/2 Technical Award in Business and Enterprise is designed for learners who want an introduction to business and enterprise that includes a vocational and project-based element. The qualification will appeal to learners who wish to pursue a career in the business sector or progress onto further study. Furthermore, this qualification provides students who are considering a career in a trade, the opportunity to understand what knowledge and skills are required to become self-employed. Learners could progress into employment or onto an apprenticeship. The understanding and skills gained through this qualification could be useful to progress onto an apprenticeship in the business sector through a variety of occupations that are available within the sector, such as marketing, finance, business administration and human resources.

**Term 1- Content Area 1 and 2**

**Content Area 1- Entrepreneurship, Business Organisation and Stakeholders**

- 1- Being an entrepreneur
- 2- Entrepreneurial motivators
- 3- Entrepreneurial skills and attributes
- 4- Financial aims and objectives
- 5- Non-financial aims and objectives
- 6- The legal structures of a business
- 7- Internal stakeholders
- 8- External stakeholders
- 9- Stakeholder engagement and conflict

**Content Area 2- Market Research, Market Types, Orientation and Marketing Mix**

- 1- Primary market research
- 2- Secondary market research
- 3- Data types
- 4- Market types
- 5- Price
- 6- Place
- 7- Promotion
- 8- Product
- 9- Boston matrix

**Assessment:**

Students in Y10 will sit a mid- year and end of year mock exam. The 'Big Write' question that students will be asked in the living together in the UK topic is: 'Evaluate the decision to complete market research'.

**Term 2- Content Area 3 and 4**

**Content Area 3- Human resource management**

- 1- Methods of recruitment
- 2- Stages of recruitment
- 3- Employment contracts
- 4- Staff deployment
- 5- Financial motivations
- 6- Non- financial motivations
- 7- Motivation theory

**Content Area 4- Operations management**

- 1- Outsourcing
- 2- Lean production
- 3- Maintaining and improving quality
- 4- Production methods
- 5- Customer service

**Assessment:**

Students in Y10 will sit a mid- year and end of year mock exam. The 'Big Write' question that students will be asked in the living together in the UK topic is: 'Evaluate the best marketing approach to selling new products and services'.

**Term 3- Content Area 5 and 6**

**Content Area 5- Business growth**

- 1- Business and Enterprise Growth
- 2- Internal Growth
- 3- External Growth
- 4- Efficiencies and
- 5- Costs of Business and Enterprise
- 6- Challenges of Growth

**Content Area 6- Funding and finance**

- 1- Funding types
- 2- Financial terms and calculations
- 3- Costs, liabilities and assets
- 4- Financial documents
- 5- Profit and loss
- 6- Ration analysis
- 7- Cash flow management

**Assessment:**

Students in Y10 will sit a mid- year and end of year mock exam. The 'Big Write' question that students will be asked in the living together in the UK topic is: 'Discuss how changes in demand can affect the sales of a business'. Students will also complete a 'mock assignment in Term 3 of Year 10 which will prepare them for their non-exam assessment in Y11.

**Useful resources for supporting your child at home:**

- Y10 Knowledge Organiser
- Arbor- homework platform
- NCFE website- Business and Enterprise
- BBC Bitesize- KS4 Business Studies
- Being aware of the news and current affairs