

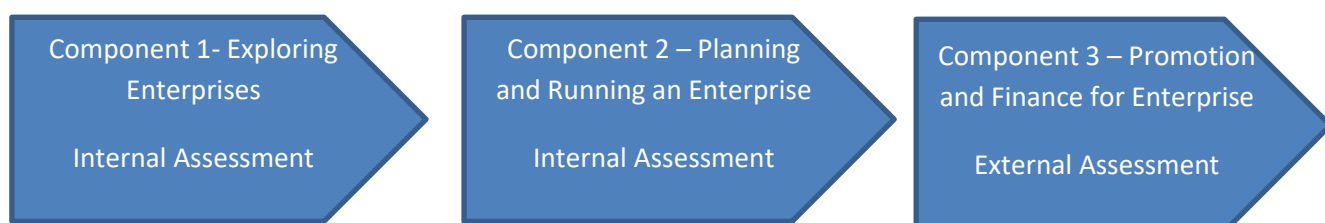
Malbank School and Sixth Form College

Business Studies Department KS4 Curriculum

As the BTEC Tech Award in Enterprise is a practical introduction to life and work as an entrepreneur, our students will:

- Develop an aptitude in planning and pitching an enterprise activity.
- Develop the knowledge that underpins the effective use of skills that can affect the performance of an enterprise.
- Develop attitudes and ways of working that are important for enterprise.

The course has two internally assessed components , and one that's externally assessed:



These components build on each other to motivate and engage students by helping them put what they've learned into practice and grow in confidence.

Component 1 – Exploring Enterprises

Aim: examine different enterprises to develop knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs

Assessment: internally assessed assignment

During Component 1, the students will	Head	Hand	Heart
Examine the characteristics of enterprises	Explain the characteristics of enterprises to two selected SMEs	Apply the characteristics of enterprises to two selected SMEs	Show empathy for Razan Alsous and Dama Yorkshire Cheese. Develop confidence to interview an entrepreneur
Explore how market research helps enterprises meet customer needs	Identify and assess the market research methods used by two selected SMEs	Practice using a range of market research techniques	
Understand competitor behaviour	Explain the ways in which firms develop a competitive advantage	Undertake a competitor analysis	Understand the ethics behind anti-

			competitive behaviour of firms
Investigate the factors that contribute to the success of an enterprise	Describe the internal and external factors that influence businesses	Conduct a PEST and SWOT analysis	Explore the social responsibility of businesses
Apply what they've learnt in undertaking research and make decisions about the success of SMEs	Evaluate and make justified judgements about the and failure of businesses	Use a range of information sources to assess business performance	

Component 2 – Planning for and running an enterprise

Aim: select an enterprise idea to plan, pitch for and run

Assessment: internally assessed assignment

During Component 2, the students will	Head	Hand	Heart
Explore ideas for a micro enterprise activity	Consider the benefits/drawbacks of 3 micro enterprise ideas and then select the best idea	Conduct primary and secondary research Be creative when exploring ideas	Ensure that the ideas are legal and realistic
Plan for a micro enterprise activity	Demonstrate knowledge of the components of a business plan	Complete a business plan	Consider ethical issues e.g. environmental or customer rights
Pitch for a micro enterprise activity	Identify the key components of a business idea pitch	Present and pitch a business idea. Respond to questions, demonstrate effective verbal and non-verbal communication.	Develop confidence to pitch the idea in front of an audience
Review the success of a micro enterprise pitch and plan	Evaluate performance of the pitch and the detail of the plan		Be self-reflective and accept feedback from peers. Be sensitive and tactful when giving feedback to peers

Component 3 - Promotion and finance for Enterprise

Aim: explore promotional methods, financial records, planning and forecasting

Assessment: externally assessed task where the learners will be provided with a case study of a small to medium enterprise and complete a series of activities

During Component 3, the students will	Head	Hand	Heart
Demonstrate knowledge and understanding of elements of promotion and financial records	Be able to define the 6 methods of promotion and explain the purpose of the financial records	Complete a range of financial records (see spec)	Understand the reasons behind the Advertising Standards Agency regulating the promotion market
interpret and use promotional and financial information in relation to a given enterprise	Be able to use the correct formula for the calculations. Explain the results of calculations that have been conducted. Assess the reason why a firm uses select promotional methods.	Create financial modelling tools and final accounts	show resilience when learning accounting formula
Make connections between different factors influencing a given enterprise	Understand the correlation between promotion and sales. Promotion and costs. Know the distinction between cash and profit. Explain the relationship between costs and profit.	Create a cash flow forecast and Break Even Chart using Excel and then use this as a modelling tool.	Consider the relationship between promotion and ethics. E.g. targeting unhealthy products to children, pressurised personal selling techniques.
Advise and provide recommendations to a given enterprise on ways to improve its performance	Consider ways to improve profit, improve cash flow, improve revenue	Create a simple business report that could be presented to the board of directors.	

