Business & Enterprise - Vision

BUSINESS & ENTERPRISE

Vision for Curriculum

Our vision is to develop skills for the real world, enterprise, higher education and employability to create tomorrow's leaders and to prepare our pupils for the dynamic and global business environment.

Intent

Studying a BTEC in Business or Enterprise gives pupils the scope to develop a broader understanding of business organisations and practices, providing subject-specific skills and knowledge about markets, customers, finance, marketing, operations, communication, information technology and business strategy.

Practical assignments set in real-life business scenarios help pupils learn, build skills and develop behaviours which they will use in whatever career they choose in the future.

Implementation

We offer pupils the opportunity to study the following courses:

- BTEC Level 1/2 Tech Award in Enterprise (KS4)
- BTEC Level 2 Technical Certificate in Business Enterprise (Post 16)
- BTEC Level 3 National Extended Certificate in Business (KS5)
- BTEC Level 3 National Diploma in Business (KS5)

During the teaching and learning phase pupils will experience activities such as discussions; gathering research; report writing; taking part in presentations; practical work; display work and opportunities to meet with people from a variety of industries. Through these activities pupils will develop the following skills:

- Strategic: plan; be organised; use research, reflect
- Social: collaboration; listening; working well with others; leadership
- Cognitive: imagine; ask questions; use evidence; make judgements
- Emotional: learn from mistakes; resilient; respond in depth and detail; take risks

Impact

Our BTEC Business and Enterprise curriculum provides a solid foundation for pupils who want to continue their education through applied learning and who aim to progress to further study or employment in the business sector. Pupils are encouraged to take responsibility for their own learning and chievement, taking account of the industry standards for behaviour and performance.

We are all created in the image of God with a huge capacity for awe and wonder.

St Paul's CATHOLIC SCHOOL

Ministerium Tuum Imple Love | Serve | Do the best that is possible

CURRICULUM OVERVIEW

BTEC Level 1/ Level 2 Tech Award in Enterprise - Road Map

Key Stage 4 Overview	
Year 10	**Year 11**

Advent term

Component 1 Exploring Enterprises		Component 2 Planning & Presenting a Micro-Enterprise Idea	
Recap: • LOA, LOB & LOC PSA Completion Week Beginning: 09/09/24: PSA released 16/09/24: Task 1 Preparation 23/09/24: Task 1 Completion 30/09/24: Task 2 Preparation 07/10/24: Task 2 Completion	14/10/24: Task 3 Preparation 21/10/24: Task 3 Completion (Completion of PSA will take place during timetabled lessons)	• LOA, LOB & LOC PSA Completion Week Beginning: 09/09/24: PSA released 16/09/24: Task 1 Preparation 23/09/24: Task 1a, 1b & 2a PSA Completion (pupils will be off timetable for the day)	30/09/24: Task 2 Preparation 07/10/24: Task 2 Completion (pupils will be allocated 15 minute slots to present their pitch) 14/10/24: Task 2b Completion 21/10/24: Task 2b Completion (Completion of Task 2b will take place during timetabled lessons)

Advent term

Component 1 Exploring Enterprises		Component 2 Planning & Presenting a Micro-Enterprise Idea	
PSA Resubmission completed during timetabled lessons (04/11/24 – 21/11/24) Deadline – 21st November	Component 2 Planning & Presenting a Micro-Enterprise Idea LOA: Choosing ideas for a micro-enterprise	PSA Resubmission completed during timetabled lessons (18/11/24 – 26/11/24)	Component 3 Marketing & Finance for Enterprise A1: • Target market • Market segmentation • Markets (B2B; B2C; niche; mass)

Lent term

Component 2 Planning & Presenting a Micro-Enterprise Idea		Component 3 Marketing & Finance for Enterprise	
LOA: Choosing ideas for a micro-enterprise PSA (Pearson-set assignment) Task 1a Practice	LOA: Plan for a micro-enterprise, to include: • Ownership • Aims • Features • Pricing • Methods of promotion • Target market	A2: • Product • Price • Place • Promotion • Multi-channel marketing	A3: • Factors influencing the choice of marketing methods A4: • Importance of brand image • Importance of reputation

Lent term

Component 2 Planning & Presenting a Micro-Enterprise Idea		Component 3 Marketing & Finance for Enterprise	
LOA: Plan for a micro-enterprise, to include: • Resources required (physical, financial, human) • Financial information • Risk assessment • Viability of the plan	PSA (Pearson-set assignment) Task 1b Practice	B1: • Financial documents B2: • Payment methods B3: • Revenue & Costs (Recap from Component 2)	B4: • Financial statements • Statement of comprehensive income (Recap from Component 2) • Statement of financial position • Stakeholders B5: • Profitability & liquidity

Pentecost term

Component 2 Planning & Presenting a Micro-Enterprise Idea		Component 3 Marketing & Finance for Enterprise	
LOB: • Production of presentation • Delivery of presentation PSA (Pearson-set assignment) Task 2a Practice		C1: • Budgeting C2: • Cash flow (Recap from Component 2) C3: • Suggesting improvements to cash flow problems	C4: • Break-even point & break-even analysis C5: • Sources of business finance

Pentecost term

Component 2 Planning & Presenting a Micro-Enterprise Idea			
LOC: • Review of presentation PSA (Pearson-set assignment) Task 2b Practice		**Exam**	

BTEC Level 3 Extended Certificate in Business - Road Map

Key Stage 5 Overview

	Year 12		Year 13	
	Unit 1 Exploring Business	**Unit 3 Personal & Business Finance**	**Unit 2 Developing a Marketing Campaign**	**Unit 8 Recruitment & Selection**
Advent term	LAA: • Ownership & Liability • Sectors • Size • Stakeholders LAB: • Structure & Organisation • Aims & Objectives	• Purpose • Scope of activities • Reasons for success • Effective business communications LAA: • Functions & role of money • Different ways to pay • Current accounts • Managing personal finance LAB: • Features of financial institutions • Communicating with customers	LAA: • The role of marketing • Influences on marketing activity LAB: • Purpose of researching information to identify the needs & wants of customers • Market research methods & use • Developing the rationale	**Activity 1 Practice** Rationale for a marketing campaign, to include: • Marketing aims & objectives • Analysis of research data on the market & competition • A justification for your rationale
Advent term	Assignment 1 Completion (Dates identified on assessment plan)	LAB: • Consumer protection in relation to personal finance • Information, guidance & advice LAC: • Purpose of accounting • Types of income • Types of expenditure	LAC: • Marketing campaign activity • Marketing mix • The marketing campaign • Appropriateness of marketing campaign	**Activity 2 Practice** Develop a budgeted plan for your marketing campaign, to include: • Marketing mix • Marketing message • Media • Costings • Timescale
Lent term	LAC: • External Environment • Internal Environment • Competitive Environment • Situational Analysis (PESTLE & SWOT only) LAD: • Different market structures • Relationship between demand, supply & price • Pricing and output decisions	LAD: • Sources of finance LAE: • Cash Flow Forecasts	External Exam Date: Part A: 8th January 2025 (PM, 2 hours) Part B: 9th January 2025 (AM, 3 hours)	LAA: • Recruitment of staff • Recruitment & selection process • Ethical & legal considerations Assignment 1 Completion (Dates identified on assessment plan)
Lent term	Assignment 2 Completion (Dates identified on assessment plan)	LAE: • Break-even analysis LAF: • Statement of comprehensive income • Statement of financial position		LAB: • Job Applications • Interviews and skills LAC: • Review and evaluation SWOT analysis & action plan Assignment 2 Completion (Dates identified on assessment plan)
Pentecost term	LAE: • Role of innovation & enterprise • Benefits & risks associated with innovation and enterprise Assignment 3 Completion (Dates identified on assessment plan)	LAF: • Measuring profitability • Measuring liquidity • Measuring efficiency • Limitations of ratios External exam date: 15th May 2025		Completion of resubmissions/retakes
Pentecost term	**Unit 8 Recruitment & Selection** Introduction Tasks • CV • Cover Letter • Application Form			

CATHOLIC SOCIAL TEACHING

Human Dignity   *Solidarity and Peace*   *The Common Good*   *Option for the Poor*   *Care for our Common Home*   *Rights and responsibilities*   *Dignity of work*

BTEC Level 3 Diploma in Business - Road Map

Key Stage 5 Overview			
Year 12			
Unit 2 Developing a Marketing Campaign	**Unit 8 Recruitment & Selection**	**Unit 3 Personal & Business Finance**	**Unit 16 Visual Merchandising**

Advent term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
LAA: • Ownership & Liability • Purpose • Sectors • Scope of activities • Size • Reasons for success • Stakeholders • Effective business communications **LAB:** • Structure & Organisation • Aims & Objectives Assignment 1 Completion (Dates identified on assessment plan)	**LAA:** • Recruitment of staff • Recruitment & selection process • Ethical & legal considerations	**LAA:** • Functions & role of money • Different ways to pay • Current accounts • Managing personal finance **LAB:** • Features of financial institutions • Communicating with customers	

Advent term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
LAC: • External Environment • Internal Environment • Competitive Environment • Situational Analysis (PESTLE & SWOT only) Assignment 2 Completion (Dates identified on assessment plan)	Assignment 1 Completion (Dates identified on assessment plan)	**LAB:** • Consumer protection in relation to personal finance • Information, guidance & advice **LAC:** • Purpose of accounting • Types of income • Types of expenditure	

Lent term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
LAD: • Different market structures • Relationship between demand, supply & price • Pricing and output decisions Assignment 2 Completion (Dates identified on assessment plan)	**LAB:** • Job Applications • Interviews and skills Assignment 2 Completion (Dates identified on assessment plan)	**LAD:** • Sources of finance **LAE:** • Cash Flow Forecasts	

Lent term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
LAE: • Role of innovation & enterprise • Benefits & risks associated with innovation and enterprise Assignment 3 Completion (Dates identified on assessment plan)	**LAC:** • Review and evaluation • SWOT analysis & action plan Assignment 2 Completion (Dates identified on assessment plan)	**LAE:** • Break-even analysis **LAF:** • Statement of comprehensive income • Statement of financial position	

Pentecost term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
		LAF: • Measuring profitability • Measuring liquidity • Measuring efficiency • Limitations of ratios External exam date: 15th May 2025	**LAA:** • Visual Merchandising • Display Techniques • Legislation & safety considerations **LAB:** • Psychology of visual merchandising • Psychological techniques • Technological techniques Assignment 1 Completion (Dates identified on assessment plan)

Pentecost term

Unit 2 Developing a Marketing Campaign	Unit 8 Recruitment & Selection	Unit 3 Personal & Business Finance	Unit 16 Visual Merchandising
			Assignment 1 Completion (Dates identified on assessment plan) **LAC:** • Retail outlets • Success factors • Legal & safety factors Assignment 2 Completion (Dates identified on assessment plan)

CATHOLIC SOCIAL TEACHING

Human Dignity · Solidarity and Peace · The Common Good · Option for the Poor · Care for our Common Home · Rights and responsibilities · Dignity of work

BTEC Level 3 Diploma in Business - Road Map

Key Stage 5 Overview

Year 13

	Unit 2 Developing a Marketing Campaign		Unit 6 Principles of Management		Unit 5 International Business		Unit 4 Managing an Event	
Advent term	LAA: • The role of marketing • Influences on marketing activity LAB: • Purpose of researching information to identify the needs & wants of customers • Market research methods and use • Developing the rationale	Activity 1 Practice Rationale for a marketing campaign, to include: • Marketing aims & objectives • Analysis of research data on the market & competition • A justification for your rationale	LAA: • Definitions of management & leadership • Functions of management & leadership • Business Culture	LAB: • Management & leadership styles • Management & leadership skills LAC: • Human Resources • Human Resource Planning	LAA: • International business • Financing of international business • Support for international business	LAB: • Globalisation • International trading blocs • Barriers to international business		
Advent term	LAC: • Marketing campaign activity • Marketing mix • The marketing campaign • Appropriateness of marketing campaign	Activity 2 Practice Develop a budgeted plan for your marketing campaign, to include: • Marketing mix • Marketing message • Media • Costings • Timescale	LAD: • Motivation in the workplace • Techniques to meet skills requirements • Training & development • Performance appraisal LAE: • Managing change	LAF: • Quality standards • Developing a quality culture • The techniques & tools of quality management • The importance & benefits of quality management Part A: 11th Dec 2024	Assignment 1 Completion (Dates identified on assessment plan)	LAC: • External influences • International business support systems		
Lent term	External Exam Date: Part A: 8th January 2025 (PM, 2 hours) Part B: 9th January 2025 (AM, 3 hours)		External Exam Date: Part B: 17th January 2025 (AM, 3 hours)		LAD: • Cultural factors • Impact of cultural factors	Assignment 2 Completion (Dates identified on assessment plan)	LAA: • Different tasks needed to be completed by an event organiser • Different skills needed by an effective event organiser • Common formats for skills audit collection	Assignment 1 Completion (Dates identified on assessment plan)
Lent term					LAE: • Strategies for operating internationally • Resource considerations	Assignment 3 Completion (Dates identified on assessment plan)	LAB: • Different types of event, and the factors affecting success • Feasibility measures and critical success factors	LAC: • Event planning and the use of planning tools • Factors to be considered, including budgets, resources & contingency planning Assignment 2 Completion (Dates identified on assessment plan)
Pentecost term							LAD: • Management of the event • Problem solving LAE: • Evaluation of the event • Review of personal skills development in the running of the event	Assignment 3 Completion (Dates identified on assessment plan)
Pentecost term								