

**SUBJECT:** Teaching, Learning and Curriculum Principles

**Business**

**2018-21**



The Business Curriculum is designed to provide students with an insight into modern business world. Teaching is through a range of methods, including simulated business situations and environments that students might realistically face once they leave education.

YEAR GROUP	SCHEME or QUALIFICATIONS	AUTUMN TOPICS	SPRING TOPICS	SUMMER TOPICS	ASSESSMENT
10	BTEC Tech Award in Enterprise	Component 1: What is an enterprise; Characteristics of Enterprises; The purposes of Enterprises; Entrepreneurs	Component 1: Customer needs; Market Research; Understanding Competitors; Internal and External Factors; Situational Analysis (PEST, SWOT); Measuring Success	Component 2: Generating Ideas for Micro Enterprises; Planning a Micro Enterprise; Pitching a Micro Enterprise; Using Feedback and review	Students complete coursework for Component 1 and partially Component 2. Students get the opportunity to resubmit their work once to ensure it reaches PASS, MERIT or DISTINCTION criteria.
11	BTEC Tech Award in Enterprise	Component 3: Promotional Mix; Targeting and Segmenting the Market; Promotional Methods; Financial Records	Component 3: Financial Documents; Financial Planning and Forecasting. EXAM SITTING ONE	Revision EXAM SITTING TWO	Students complete coursework for Component 2. Students get the opportunity to resubmit their work once to ensure it reaches PASS, MERIT or DISTINCTION criteria.  Component 3 is assessed through an external written assessment. Students will sit this in the Spring term with one opportunity to re-sit in the Summer.