

Mastery:

Knowledge of business terminology and financial models.
Analysis of business actions and solutions.
Application of real SME businesses in the local area.
Evaluation of financial/ non financial data for business success.

Sandbach School Business Curriculum:

Y10 BTEC Enterprise Curriculum Sequence

Intent: To develop their knowledge and understanding of the characteristics of enterprises and the skills needed by entrepreneurs. Students will consolidate key BTEC Enterprise concepts to address a coursework assessment and analyse more challenging topics/content to suit a variety of learners in preparation for the external assessment in year 11. For Example, PEST analysis and the Marketing Mix. This component will give students an understanding of the factors that contribute to a successful enterprise. The students will also develop transferable skills, such as research and data analysis, which will support your progression to Level 2 or 3 vocational or academic qualifications.

Term 1 (September to December)

Component 1 – A1, A2, A3, A4, C1, C2

Term 2 (January to March)

Component 1 - B1, B2, B3, B4

Assignment – Component 1 (Write up and Resubmissions)

Term 3 (April to July)

Assignment – Component 1 (Write up and Resubmissions)

Component 3 – C4, C5, B1, B2.

What will the students learn in this term?

Students will learn about various business sizes and their features, including micro, small, and medium enterprises, as well as different business structures such as sole traders, partnerships, limited liability partnerships, and social enterprises. They will explore the characteristics that define SMEs (small and medium-sized enterprises) and differentiate between various sectors and markets, such as B2B (business-to-business), B2C (business-to-consumer), goods, services, and "bricks and flips" (physical and online businesses). Additionally, the course will cover the aims and activities of enterprises, emphasizing the skills and characteristics of successful entrepreneurs. It will also introduce essential business analysis tools, including PEST (Political, Economic, Social, and Technological) analysis, which helps identify external factors affecting a business, and SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis, which assesses internal and external factors to aid in strategic planning. Through this comprehensive overview, students will gain a well-rounded understanding of the business landscape, preparing them for various roles within the business world.

What will the students learn in this term?

Students will explore market research methods, understanding the benefits and drawbacks of secondary and primary research. They will examine secondary research, which utilises existing data, noting its cost-effectiveness and accessibility while recognising limitations like data relevance and accuracy. Primary research, involving new data collection, will be appreciated for its tailored insights and accuracy, despite higher costs and time requirements. The course will focus on understanding customer needs, emphasising choice, quality, convenience, and price in influencing purchasing decisions. Students will learn to analyse these needs to better tailor products and services. Additionally, the curriculum will cover competitor behaviour, teaching students to anticipate and identify competitors' actions, essential for strategic planning. This involves studying market trends, competitors' strengths, weaknesses, and marketing strategies. The suitability of different market research methods will also be addressed, considering research costs, available alternative methods, and required human resources. This comprehensive approach will enable students to make informed business decisions. They'll complete Component 1 coursework, investigating a chosen SME, covering key areas in an investigative report divided into three tasks.

What will the students learn in this term?

At the term's outset, students will complete their Component 1 investigative internal assessment, selecting an SME for study. They'll apply their knowledge to conduct a comprehensive investigation, producing a detailed report on their chosen SME's financial aspects. This will be sent off for external moderation in May and finalising of grades will be June. This project will deepen their understanding of business concepts and develop practical analytical skills. Throughout the course, students will learn about break-even analysis, understanding various costs, determining the break-even point, and recognising the strengths and limitations of this tool. They'll explore sources of finance, including internal and external options, assessing their benefits and limitations. Additionally, students will study financial documents like income statements and balance sheets, emphasising the importance of accuracy and reliability in financial reporting. The curriculum will also cover payment methods, analysing their impact on customers and enterprises. Students will assess how different payment methods influence consumer behaviour and business operations.

Spec links:

Component 1 – A1 – Sizes and features of SMEs.
 Component 1 – A2 – Sectors and business models in which enterprises operate.
 Component 1 – A3 – Aims and activities of enterprises.
 Component 1 – A4 – Skills and characteristics of entrepreneurs.
 Component 1 – C1 – PEST.
 Component 1 – C2 – SWOT (strengths, weaknesses, opportunities, threats) analysis.

Spec links:

Component 1 – B1 – Market research methods.
 Component 1 – B2 – Understanding customer needs.
 Component 1 – B3 – Understanding competitor behaviour.
 Component 1 – B4 – Suitability of market research methods.
 Component 1 – Assignment 1.

Spec links:

Component 1 – Assignment 1.
 Component 3 – C4 – Break even point and break even analysis.
 Component 3 – C5 – Sources of business finance.
 Component 3 – B1 – Financial documents.
 Component 3 – B2 – Payment methods.

Teaching these topics here supports:

- Component 1 Assignment.
- Component 3 – A1 – Targeting and segmenting the market.
- Component 3 – A2 – 4Ps of the marketing mix.
- Component 2 – A1 – Choosing ideas for a micro enterprise.
- Component 2 – A2 – Plan for a micro enterprise.

Teaching these topics here supports:

- Component 1 Assignment.
- Component 3 – A3 – Factors influencing the choice of marketing methods.
- Component 2 – A2 – Plan for a micro enterprise.

Teaching these topics here supports:

- Component 1 Assignment.
- Component 3 Exam – Term 3 – Year 11.
- Component 2 Assignment.
- Component 3 – B5 – Profitability and liquidity.
- Component 3 – C1 – Budgeting.

These topics feed from:

- Rotation 1/2 – main functions taught in business.
- Induction and Transition – Living in the wider world.

These topics feed from:

- Component 1 – C1 – PEST.
- Component 1 – C2 – SWOT.
- Component 1 – A1 – Sizes and features of SMEs.

These topics feed from:

- Rotation 1/2 – main functions taught in business.
- PHSCE – Finance management.