

NCFE Business

1-2 Year Curriculum Plan

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Teaching and Learning Vision

Knowledge is power. Information is liberating.

Kofi Annan

At Smith's Wood Academy, we believe all students, whatever their background, are able to become **experts** in the disciplines that they study. Their expertise will be achieved through quality teaching and the dissemination of deep knowledge by highly skilled and knowledgeable subject experts. The Mastery approach to teaching will prevail – in every classroom, every lesson, every day.

Our students have the right to be introduced to **deep knowledge** and a **wealth of information** from the spectrum of subjects that they study. They will be introduced to, and understand, theories and principles that have influenced, continue to influence, and will influence in the future, the world in which they live. They will be prepared to fully engage in academic discussion about their learning.

This learning will secure a successful place in society for our students. They will go further than they ever thought possible.

Teaching and Learning Vision for the Business Department

The WRL Faculty, and Business in particular, will prepare our students for the world of work in the 21st Century through quality structured independent study. We will create young adults who are ambitious, resilient and who are willing to go the extra mile to achieve their full potential.'

We can turn every Business learner into an inquisitive, practical and hard-working individual with a desire to grow in knowledge and skill.

At the end of Year 11 students in **Business** will....

Know and understand

- How businesses source funding for their enterprises.
- How to prepare financial accounting documents
- How to prepare management accounting documents
- How examples of UK taxation affect businesses and individuals
- The importance of accurate financial recording
- How to develop a business project idea
- How to conduct market research
- How to develop and present a Business Plan
- How to participate in a group project
- How to demonstrate effective communication skills and working relationships
- How to evaluate a business project
- The different aspects of marketing and why businesses need marketing
- The different methods of market research
- How to identify target markets for organisations and compare the needs of these target markets
- How to explain and apply the marketing mix
- How social media and the internet has impacted upon promotion
- How to evaluate the effectiveness of different marketing methods

Be able to...

- Explain and evaluate different sources of finance
- Produce cash flow and budget forecasts
- Create a profit and loss account
- Explain Break Even point
- Describe and explain a range of UK taxes affecting businesses (Corporation, VAT, Income & National Insurance)
- Explain the importance of accurate financial records and the potential implications of inaccuracy.
- Identify aims and objectives of a project
- Conduct effective market research in order to evaluate a business project idea
- Write a detailed project plan including aims and objectives, a marketing plan, financial plan and production/service plan
- Identify and plan for potential risks and rewards of a project
- Carry out a business project using effective communication skills and positive working relationships
- Evaluate a business project using aims and objectives
- Self-evaluated performance and contribution within a group business project.
- Describe targeted, niche, mass, product orientated and market orientated marketing

- Explain why business or enterprise needs marketing and explain the impact of poor marketing campaigns on businesses using real examples
- Identify the target market for an organisation and compare the needs of these target markets (geographical, psychographic, demographic, behavioural)
- Explain different methods of primary market research (questionnaires, surveys, focus groups, interviews)
- Explain methods of secondary research (internet, newspapers, journals, leaflets, surveys conducted by others eg Mintel, Keynote, Office of National Statistics)
- Explain the difference between, and the need for, quantitative and qualitative
- Explain the marketing mix and strategies used under each of the 4Ps
- Describe and evaluate different pricing methods (cost plus pricing, penetrative pricing, promotional pricing, skimming, competition based pricing)
- Describe and evaluate different promotional methods (public relations (PR), web based, advertising)
- Describe and evaluate different product methods (tangible, intangible, product lifecycle, Boston Matrix)
- Describe and evaluate different place strategies (merits and drawbacks of the high street, web based, retail park, markets and location strategies).
- Place: high street, web based, retail park, markets, location
- Product: tangible, intangible, product lifecycle, Boston Matrix
- Explain the impact of social media and the internet on promotion (Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps)
- Evaluate the effectiveness of different marketing methods

Have been exposed to the following texts (TBC)

Additional articles and papers on:

- Barrow, P., The Best-Laid Business Plans: How to Write Them, How to Pitch Them, 2001
- Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M., BTEC First Business Student Book, 2012
- Reuvid, J. and Millar, R., Start Up and Run Your Own Business (8th edition), 2011

Web Sites

- www.entrepreneursforum.net
- Blogs, Facebook, Twitter, Pinterest, LinkedIn, websites, apps
- www.data.gov.uk
- www.businesslink.gov.uk
- <http://www.bbc.co.uk/schools/gcsebitesize/business/>

Have been exposed to the following knowledge and theories that span beyond the BTEC specification

- Level 3 text books and resources which will extend and develop their knowledge.

Developed their cultural and social capital through the following extra-curricular work (TBC)

- Contact with individuals and entrepreneurs who have worked within relevant functional areas
- Visits to local workplaces
- Work experience
- Aim Higher University Subject Taster days

2 Year Curriculum Plan

Year 10 Business at Smith's Wood Academy		
Unit 1 – In this unit, students will develop an understanding of the skills, risks and rewards of being an Entrepreneur.		
Unit 2 – In this unit students will understand the important aspects of the Marketing Mix (including the use of Social Media		
Unit 3 – In this unit, student will learn about the importance of keeping accurate financial records and the nature of what these records contain.		
Year 10 Units of Study		Length of unit
Unit 1	Introduction to Business and Enterprise	30 GLH
Unit 3	Finance for Business and Enterprise	30 GLH
Unit 2	Marketing for Business and Enterprise	30 GLH
Year 11 Business Studies at Smith's Wood Academy		
Unit 4 – In this unit students will have the opportunity to plan a project, carry it out and evaluate both their own performance and that of other work=project		
Year 11 Units of Study		Length of unit
Unit 4	Plan, develop and participate in a business or enterprise project	30 GLH
Unit 2	Marketing for Business and Enterprise (Externally Assessed in October, resit opportunity in Feb (2.2.18)	30 GLH
Unit 3	Finance for Business and Enterprise (completion of Unit from Year 10)	

- Note that this course is in its final year of completion. Students have some Y10 tasks still to be completed in Y11

1 Year Curriculum Plan Overview

Year 11 (Course Completion)

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Autumn Term 1	<p>Unit 2: Marketing for Business and Enterprise: 1.1 & 1.2 Revision Aspects of Marketing and Why Businesses Need Marketing</p>	<p>Unit 2: Marketing for Business and Enterprise: 2 & 3.1 (4) Revise Target Markets. Market Research, Marketing Mix Pricing Strategies Evaluate effectiveness</p>	<p>Unit 2: Marketing for Business and Enterprise 3.1 (4) Marketing Mix Product & Place Evaluate effectiveness</p>	<p>Unit 2: Marketing for Business and Enterprise 3.1 & 3.2 (4) Social Media & Promotion Evaluate effectiveness</p>	<p>Unit 2: Marketing for Business and Enterprise Revision (5 Hours)</p>	<p>Unit 2: Examination (09.10.17 – 20.10.17) 5 Hours total</p>	<p>Unit 2: Examination (09.10.17 – 20.10.17) 5 Hours total</p>
Autumn Term 2	<p>Unit 3: Finance for Business & Enterprise 2.2 Cash Flow & budget Forecast</p>	<p>Unit 3: Finance for Business & Enterprise 2.3 & 2.5 Profit & Loss Account and the impact of a change in sales</p>	<p>Unit 3: Finance for Business & Enterprise 2.4 Break Even Point</p>	<p>Unit 3: Finance for Business & Enterprise 4.1 Importance of Keeping up to date financial records</p>	<p>Unit 3: Finance for Business & Enterprise Grade improvement</p>	<p>Unit 4: Business Project 1.1 -1.2 select Project & identify aims and objectives</p>	<p>Unit 4: Business Project 1.3 – 1.4 Design and conduct market research</p>
Spring Term 1	<p>Unit 2 Revision / Unit 4: Business Project 1.3 – 1.4 Analyse market research and evaluate aims & objectives making</p>	<p>Unit 2 Revision / Unit 4: Business Project 2.1/2.2 Develop project plan: summary of research</p>	<p>Unit 2 Revision / Unit 4: Business Project 2.1/2.2 Develop project plan: marketing plan</p>	<p>Unit 2 Revision / Unit 4: Business Project 2.1/2.2 Develop project plan financial plan</p>	<p>UNIT 2 EXAM RESIT OPPORTUNITY / Unit 4: Business Project 2.1/2.2 Develop project plan production/service plan & the balance of</p>	<p>UNIT 2 EXAM RESIT OPPORTUNITY / Unit 4: Business Project 3.1 – 3.3 Participate & demonstrate communication skills and positive</p>	<p>Unit 4: Business Project 4.1 – 4.3 Evaluate the success of the project and own contribution</p>

	necessary amendments				potential risks against potential rewards	working relationships	
Spring Term 2	<p>Grade Improvement / Unit 4: Business Project 1.3 – 1.4 Analyse market research and evaluate aims & objectives making necessary amendments</p>	<p>Grade Improvement / Unit 4: Business Project 2.1/2.2 Develop project plan: summary of research</p>	<p>Grade Improvement / Unit 4: Business Project 2.1/2.2 Develop project plan: marketing plan</p>	<p>Grade Improvement / Unit 4: Business Project 2.1/2.2 Develop project financial plan</p>	<p>Grade Improvement / Unit 4: Business Project 2.1/2.2 Develop project plan production/service plan & the balance of potential risks against potential rewards</p>	<p>Grade Improvement / Unit 4: Business Project 3.1 – 3.3 Participate & demonstrate communication skills and positive working relationships</p>	<p>Grade Improvement / Unit 4: Business Project 4.1 – 4.3 Evaluate the success of the project and own contribution</p>
Summer Term 2							