

YEAR 10 CURRICULUM PLAN FOR LEVEL ½ TECHNICAL AWARD IN BUSINESS & ENTERPRISE



TOPIC	KEY LEARNING	ASSESSMENT
Unit 1: Entrepreneurs and Business Organisation	<ul style="list-style-type: none"> Understand what it means to be an entrepreneur and their characteristics. Understand the financial and non-financial aims and objectives that a business might have. Learn the features, liability and sources of finance available to the various legal structures. Understand the internal and external stakeholders of business. 	Retrieval through lesson tasks. Formative and Summative assessments based on topics covered.
Unit 1: Marketing Mix	<ul style="list-style-type: none"> Understand the four elements of the marketing mix. Understand the product lifecycle, its stages, the characteristics of each stage and extension strategies. Learn about the Boston Matrix and how this applies to business and enterprise. 	Retrieval through lesson tasks. Formative and Summative assessments based on topics covered.
Unit 1: Market Research and Market Types	<ul style="list-style-type: none"> Understand data types, market research methods. Learn about the advantages and disadvantages of each method and how these apply to business. Understand the market types and their characteristics. 	Retrieval through lesson tasks. Formative and Summative assessments based on topics covered.
Unit 1: Operations Management	<ul style="list-style-type: none"> Learn about outsourcing and why businesses adopt this strategy. Understand the advantages and disadvantages of outsourcing. Understand the methods of lean production Learn about how the methods of lean production are applied and the benefits of each. Learn about maintaining and improving quality and the different production methods available to businesses. 	Retrieval through lesson tasks. Formative and Summative assessments based on topics covered.
Unit 1: Internal and External Influences	<ul style="list-style-type: none"> Understand customer service, the methods of measuring customer service and how service levels are maintained. Learn about the internal influences that affect a business. Learn about external influences that affect a business. Understand the challenges of growth and how they apply to business. 	Retrieval through lesson tasks. Formative and Summative assessments based on topics covered.
Unit 2: Research and Growth Human Resources	<ul style="list-style-type: none"> Have an understanding of business research and resource planning to support a new business enterprise. Develop knowledge and understanding of human resource requirements, its components and be able to apply them to a business start-up. 	Retrieval through lesson tasks. Preparation for Synoptic project, mock business plan.