

Key Stage 4 prior to Academic Year 2023/2024

Pearson BTEC Tech Award Level 1/2 in Enterprise

Year 10 Students 2023-2025

Year 11 Students 2023-2024

Biddenham International School: Business Curriculum



Component 3 - Financial documents
Students will complete a range of financial documents including an invoice, purchase order and receipt.



Component 3 - Breakeven & Cashflow. Students will examine why businesses use these financial tools and how to compile a cashflow forecast and break even chart.

Component 3 - Statement of comprehensive income and financial position.

Component 3- Promotional methods. Students will examine a range of promotional techniques, considering appropriateness of media and the message conveyed. The marketing mix and segmentation will develop students understanding of marketing.

Final examination in February of Year 11 and resit opportunity in May.

Year 11

Component 2 - Students will be observed and a formal witness statement will be given for reflection.

Component 2 - Students will be recorded delivering a business pitch for their developed idea.

Component 2- You will consider physical, financial and human resources needed to run a business,

Component 2- Mindmap realistic Micro Business ideas.

Component 2 - Examining the skills and qualities needed to be an entrepreneur



Component 3- Marketing & Finance exam unit begins. 40% of the learners grade.



Component 2 - Students will complete a formal assessment including a business plan, presentation & review.



Component 2- Presentation and creativity skills. Students will be individually assessed on their presentation and creative skills.

Component 2 - Examine a variety of Business presentations and pitches to understand presentation skills.

Component 2 - Coursework 30% of the students grade begins

Year 10

Component 1 - Students continue to examine two businesses and create a PowerPoint presentation on a range of research methods.

Component 1 - Analytical and evaluative skills will be assessed on their ability to consider the significance of data.

Component 1 - Students will combine research with business tools such as PESTLE and SWOT analysis to form a detailed report on the factors impacting two organisations.



Component 1- Students will explore the importance of meeting customer needs, the methods of research and the need to examine competition. (LAB)

Component 1 - Students will begin the final assessment for this component on Internal and external factors impacting a business. (LAC)



Component 1 - Formal assessment of component 1 will take place February to May. This will incorporate three assignments.

Component 1 - Students begin to understand Market research purpose and types of research. (LAB)

Component 1- Students are set a knowledge assessment on Component 1 LAA.

Component 1 - Students explore how to research and reference work in an academic manner.

Presentation skills and interpreting command words.



Component 1- Coursework 30% of the students grade begins

Year 9

Employer / Company examples used to develop students application skills

Component 1 - Students will begin to look at the characteristics of small and medium enterprises (SMEs) and entrepreneurs with reasons for levels of success.(LAA)

Component 1 - Students are taught to develop knowledge and understanding of the different types of enterprise and their ownership, (LAA)

Start Business: Introductory project to familiarise students with criteria.

Key Stage 4 from Academic Year 2023/2024

Pearson BTEC Tech Award Level 1/2 in Enterprise
Year 9 2023-2024 onwards

Biddenham International School: Business Curriculum



Key Stage 5

Pearson BTEC National Extended Certificate in
Business & Enterprise

Business Studies BTEC L3 Learning Journey

Creating informed, discerning employees, consumers and future leaders.

SUCCESS COMES FROM HARDWORK

Assessment Task
Personal Swot analysis, witness statements and career Action Plan



SWOT analysis

Review & evaluation

Assessment Task
Job Application & interview roleplay



Job application & interview skills



Assessment Task
Recruitment process and legal framework of a large organisation



Effective recruitment

Legal & ethical considerations



Unit 8 – Recruitment & Selection

Break Even analysis



Ratio analysis

Cash and cash-flow



Sources of business finance



MOCK EXAM

Income statements, balance sheets

UNIT EXAM

Income & expenditure

Insurance

Current Accounts

Functions and role of money

Unit 3 Personal & Business Finance

YEAR 13



May onwards begin unit 3 teaching.

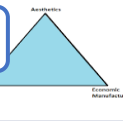
Practice EXAM on A&B

Financial institutions

Borrowing, saving & investing

Payment methods

Product



Promotion



Extended Marketing Mix

UNIT 2 EXAM

PESTLE analysis

SWOT analysis



5 Forces analysis

Place



Pricing strategies

Budgets & Timescales

Exam structure and tips

Market research



(Unit 2) Full Mock

Segmentation

Role of marketing

Innovation and enterprise (Unit 1)



Unit 2 Developing a marketing campaign

(Unit 2) Practice Assessment Task



Marketing aims and objectives

Types of market

Assessment Task
Market analysis (Unit 1)



Business aims and objectives

Assessment Task
Organisation structures & Aims (Unit 1)



SWOT analysis



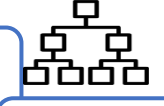
Assessment Task
situational analysis (Unit 1)



Demand Supply & price theory



Organisational structures



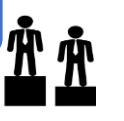
Effective communication



Assessment Task
Features of businesses



The competitive environment



Market Structures



Unit 1 Investigating Business

YEAR 12



STARTING BUSINESS

Assessment Task
Stakeholders & communication



Business stakeholders



Features of a business

In Year 12 Unit 1 & 2 are taught simultaneously.