


Westfield Academy - Curriculum Information

Students will learn how market research gives the entrepreneur an insight into the wants and needs of its customers so that goods and services can be developed. They will also study how to judge the financial viability of a business proposition.

BUSINESS ENTERPRISE AWARD

Head of Department	J Otung	
Head of Department email	Jao@westfield.academy	
Lessons per 2 week cycle	5	
Specification/Board details/Key stage	Pearson Edexcel L2 Tech Award in Business Enterprise Year 10 - Component 1 and 2 Year 11 - Component 3	

Term by term

Autumn 1	Autumn 2	Spring 1
<u>Component 1: Exploring Enterprises</u> A: Understand how and why enterprises and entrepreneurs are successful B: Understand customer needs and competitors' behaviour through market research (Students to find out about real local SMEs and write up coursework to identify and describe all relevant characteristics and the purpose of the SME and their owners.)	<u>Component 1: Exploring Enterprises</u> C: Understand how the outcomes of situational analyses may affect enterprises (Students to undertake / write up a PEST and SWOT analysis on their two chosen SMEs based on research.)	<u>Component 2: Planning and Presenting a Micro Enterprise idea</u> A: Choose an idea and produce a plan for a microenterprise idea
Spring 2	Summer 1	Summer 2
<u>Component 2: Planning and Presenting a Micro</u>	<u>Component 2: Planning and Presenting a Micro</u>	<u>Component 3</u>

<u>Enterprise idea</u> B: Present a plan for the micro-enterprise idea to meet specific requirements	<u>Enterprise idea</u> C: Review the presentation of the micro-enterprise idea to meet specific requirements	Introduction to component 3 and the contents
<u>Year 11 - Component 3</u>		
Autumn 1	Autumn 2	Spring 1
Targeting and segmenting the market 4Ps of the marketing mix Factors influencing the choice of marketing methods	Trust, reputation and loyalty Financial documents and statements Payment methods Revenue and costs Financial statements	Profitability and liquidity Financial planning and forecasting Budgeting
Spring 2	Summer 1	Summer 2
Cash flow Suggesting improvements to cash flow problems	Break-even point and break-even analysis Sources of business finance	Exam
Key Skills developed	The qualification enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic vocational contexts, and personal skills, such as creativity and innovation, time management, reviewing, communication and planning through a practical and skills-based approach to learning and assessment	
Useful Websites	Pearson Edexcel BBC Bitesize Tutor2U	

Reading/Literacy requirements /Key Words	Key words/Command verb	Definition
	Calculate	Recall and/or use a formula to determine a value using calculation.
	Complete	Use quantitative skills/calculation to complete blank or partially completed financial documents.
	Discuss	Consider the different aspects in detail of an issue, situation, problem or argument and how they interrelate.
	Draw and label	Draw a break-even chart, identify the parts of a break-even chart by labelling, use chart to identify break-even point.
	Evaluate	Consider various aspects of a subject's qualities in relation to its context such as: strengths or weaknesses, advantages or disadvantages, pros or cons. Come to a judgement supported by evidence which will often be in the form of a conclusion.
	Explain	Present one point that identifies a reason, way, benefit, or importance etc, and a second point that justifies/explains the first point.
	Give	Recall from memory facts, terms, processes, uses, characteristics, advantages, disadvantages etc.
	Identify	Select the correct answer from the given context/stimulus.
Homework requirements	<p>For components 1 and 2 – homework will be a continuation of the research and the write up being done in class. Completion of homework is crucial to complete the coursework on time and to a high standard.</p> <p>Homework will be set at the end of every lesson for component 3 in order to allow students to revise towards the exam.</p>	
Personal Development Links	<p>The qualification enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic vocational contexts, and personal skills, such as creativity and innovation, time management, reviewing, communication and planning. They can apply these skills to everyday life when they are buying or selling items/checking bank statements/applying for a loan/financial planning and saving.</p> <p>In business overall, using real life examples will be present through the whole curriculum to make the topics taught relatable to the students - links to the concept that everything in society is related to business.</p> <p>Development of social skills, public speaking and confidence</p>	
Trips/Visits (If applicable)	<p>Internal presentation from school business manager on budgeting and forecasting.</p> <p>Applying financial management skills during event planning.</p>	