

Subject Name:	Business
NCFE: Level 1/2 Technical Award In Business and Enterprise	
Curriculum Intent Statement	
<p>Business and Enterprise is an aspiring, rigorous and project based subject. The course is designed for students, to achieve an introduction to business and enterprise, whereby, it includes a vocational and a project-based element. In addition, the course empower students with skills, knowledge and understanding of the applied study of good business and enterprise practices and an understanding of working in the sector.</p> <p>In addition, the Business and Enterprise activity affects the daily lives of all people, as they work, spend, save, invest and travel. The course therefore, also prepare the students to engage in business activity with confidence and competence, thus understanding how Business and Enterprise function and the role it plays in society. Through the evaluation of the past and present NCFE Business and enterprise, the students will develop specific skill such communication, interpersonal skills, marketing, mathematical and problem solving skills. NCFE Business and Enterprise makes an essential contribution, to the understanding of the world of work and encourages students to think about how and why people start in business.</p>	
Autumn Term 1	
<p><u>Entrepreneur</u> Define an entrepreneur and explain what may motivate them:</p> <ul style="list-style-type: none"> • Financial motivators • Personal motivators • Social motivators <p><u>Business Aims and Objectives</u> Define the financial aims and objectives that a business might have and be able to apply these in business:</p> <ul style="list-style-type: none"> • Break-even point • Profitability • Increasing revenue • Profit maximisation • Entrepreneurial Characteristics and Skills 	

List the skills and characteristics of an entrepreneur and how they are applied in the business world:

- Confident
- Motivated
- Determined
- Results-focused
- Initiative
- Decision-making
- Analytical ability
- Communication

Non-financial aims and objectives

Define the non-financial aims and objectives that a business might have and be able to apply these in business:

- Customer satisfaction
- Expansion
- Employee engagement/satisfaction
- Diversification
- Ethical/corporate responsibility

End of Topic Test:

- Entrepreneur
- Business Aims and Objectives

Autumn Term 2

Legal Structures

Describe the main features of sole traders and partnerships to include features such as liability, sources of finance available to the various legal structures and advantages and disadvantages of each.

- Sole trader
- Partnership

Describe the main features of franchises and co-operatives to include features such as liability, sources of finance available to the various legal structures and advantages and disadvantages of each.

- Franchise
- Co-operative

Describe the main features of private and public limited companies to include features such as liability, sources of finance available to the various legal structures and advantages and disadvantages of each.

- Private limited company
- Public limited company
- Flat organisational structures
- Tall organisational structures
- Delaying
- Redundancies

Spring Term 1

Internal stakeholders

Know and understand the internal stakeholders of a business and their needs, including:

- Employees
- Managers
- Owners
- Workers

External stakeholders

Know and understand the external stakeholders of a business and their needs, including:

- Customers
- Suppliers
- Shareholders
- Local community
- Government

1.4.3 Stakeholder engagement:

Know and understand the advantages of stakeholder engagement, including:

- Staff motivation/retention
- Improved reputation
- New ideas
- Increased share prices

End of Topic Test:

- Structures
- Stakeholder Engagement

Spring Term 2

Product types

Know and understand that products can be categorised in different ways, including

- Tangible
- Intangible

Product lifecycle

Know and understand the product lifecycle and its stages. Learners will be able to understand the characteristics of each stage and be able to apply this in business.

Introduction

- Lack of customer knowledge
- Low sales
- advertising high
- profit low or loss being made
- Low market share
- Growth
- Increased sales
- increased customer knowledge
- profit may begin/rise
- competitors may enter the market

Maturity

- Sale at the maximum
- Profit is maximised
- Competition levels very high
- Customer interest peaks
- No further room for sales expansion.
- Decline
- Sales decrease
- Customer interest drops
- Customers switch to substitute products
- Product becomes

Summer Term 1

Product lifecycle

Know and understand the product lifecycle and its stages. Learners will be able to understand the characteristics of each stage and be able to apply this in business

Extension strategies

Know and understand the purpose of extension strategies and the range of extension strategies available to businesses, including:

- New advertising campaigns
- New pricing strategies
- New product features

Product development

Know and understand why product development and innovation is important to business, including:

- Remaining competitive
- Entering new markets
- Increasing market share

Boston Matrix

Know and understand the Boston Matrix and how it applies to business and enterprise. Learners will understand the structure of the Boston Matrix and the characteristics of the four categories, including:

- Stars
- Question marks
- Cash cows
- Dogs

Know and understand the promotion methods available to business and promotional objectives, including:

- Promotional methods
- Advertising
- Sales promotion
- Personal selling
- Direct marketing.
- Promotional objectives
- Increasing consumer knowledge
- Increasing market share
- Communicating with customers
- Encouraging purchasing
 - Developing customer loyalty

End of Topic Test:

- Marketing Mix

Summer Term 2

Know and understand why businesses adopt specific strategies such as:

- Outsourcing
- Lean production
- Maintaining and improving quality
- Production methods
- How customer service is measured

End of topic Test:

- Operations Management

Internal influences

Know and understand the internal influences that affect a business, including:

- Aims and objectives
- Financial position of the business and enterprise
- Staff motivation (including the theories of Maslow, Mayo, Herzberg)
- Operational issues

Internal Challenges of Growth

Know and understand the challenges of growth and how they apply in business, including:

- Maintaining Customer Service Levels
- Diseconomies of Scale
- Control
- Coordination
- Communication

Know and understand the external influences that affect a business, including:

- GDP
- Interest rates
- Changes in living wage
- Changes in fashions and trends
- Changes in the competitive environment
- Level of employment
- Availability of skills locally
- Changes to legislation
- Changes in tax rates
- VAT
- Income tax
- Corporation tax

End of Topic Test:

- External Influences