Subject: V Cert Technical Award in Business & Enterprise

Year 10

William Hulme's Grammar School
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Part of United Learning

Overview

The Level 1/2 Technical Award in Business and Enterprise is designed for learners who want an introduction to business and enterprise that includes a vocational and project-based element. The qualification will appeal to learners who wish to pursue a career in the business and enterprise sector or progress onto further study.

The objectives of this qualification are to:
- understand entrepreneurial characteristics and business aims and objectives
- understand business organisation, legal structures and the importance of stakeholder engagement
- analyse market research, market types, marketing mix and market orientation
- analyse human resource requirements for business and enterprise
- understand operations management
- understand business growth
- understand sources of enterprise funding and business finance
- analyse the impact of the external environment on business and enterprise
- apply business and enterprise planning

Autumn Term

Content Area 1: Entrepreneurship, business organisation and stakeholders
- Entrepreneurship
- Being an entrepreneur
- Entrepreneurial motivators
- Entrepreneurial skills and attributes
- Business and enterprise aims and objectives
- Reasons for aims and objectives
- Financial aims and objectives
- Non-financial aims and objectives
- Structures / Legal structures
- The impact on business and enterprise of different structural characteristics
- The impact on business and enterprise of changes in structure
- Stakeholders
- Internal stakeholders /External stakeholders
- Stakeholder engagement /Stakeholder conflict

Content Area 2: Market research, market types and orientation and marketing mix
- The market
- Market research: Primary market research, Secondary market research
- Data types / Market types / Business orientation types
- Marketing mix; Price, Place, Promotion, Product
- Product life cycle and product life cycle extension strategies
- Product development and innovation
- Boston Matrix
- Branding

Assessment

End of unit assessment, including the following:

- Section A has multiple choice questions and short answer questions.
- Section B has one case study/data response stimuli with questions
- Section C has one case study/data response stimuli with questions

Spring Term

Content Area 3: Human resource requirements for business and enterprise:
- Human resources
- Methods of recruitment
- Stages of recruitment
- Types of employment contracts
- Staff development and monitoring
- Methods of staff development and monitoring
- Motivation
- Financial methods of motivation

Assessment

End of unit assessment, including the following:

- Section A has multiple choice questions and short answer questions.

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<tr><td rowspan="2">Spring Term</td><td>

- Non-financial methods of motivation
- Motivation theories

Content Area 4: Operations management
- Outsourcing
- Lean production
- Maintaining and improving quality
- Production methods
- Customer service

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- Section B has one case study/data response stimuli with questions
- Section C has one case study/data response stimuli with questions

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<tr><td rowspan="2">Summer Term</td><td>

Content Area 5: Business growth:
- Business and enterprise growth
- Internal growth
- External growth
- Efficiencies and costs of business and enterprise expansion
- Challenges of growth

Content Area 6: Sources of enterprise funding and business finance:
- Business and enterprise funding
- Funding types
- Financial terms, documents and tools
- Financial terms and calculations
- Costs, liabilities and assets
- Financial documents
- Ratio analysis
- Cash flow management

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Assessment

End of unit assessment, including the following:

- Section A has multiple choice questions and short answer questions.
- Section B has one case study/data response stimuli with questions
- Section C has one case study/data response stimuli with questions

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Useful Resources for Supporting Your Child at Home:	Homework:
- Seneca - GCSE Pod - Our class team	This will be set on teams each fortnight for you.