Business Subject Intent

Our uniting 'sentence' is: "*The Business department at DBA developed students with entrepreneurial spirit and the skills to thrive in senior positions in large organisations "*

The Business department achieves this by:

- Intelligent sequencing of content which aids progression and allows for the accumulation of sufficient knowledge and skills needed for future learning.
- Introducing students to a variety of brand-new topics such as marketing and business finance. As the course progresses the knowledge required to master these topics will be deepened and whereas initially students may be required to merely understand the meaning of costs and revenue, they ultimately must use this knowledge within the context of break even and profit and loss.
- Introducing students to concepts and technical vocabulary that they have little or no previous experience of. Students are quickly introduced to these concepts by a variety of practical classroom activities and real-life experience. They are introduced to key business concepts combined with activities designed to ignite their entrepreneurial spirit.

Two Year Plan

Year 10 – BTEC Tech Award Enterprise			
	Cycle 1	**Cycle 2**	**Cycle 3**
Content	***Component 1: Exploring Enterprises.*** ***A1 Size and features of SMEs*** ***A2 Markets, sectors, models and industries in which enterprises operate*** ***A3 Aims and activities of enterprises*** ***A4 Skills and characteristics of entrepreneurs*** ***B1 Market research methods*** ***B2 Understanding customer needs*** ***B3 Understating competitor behaviour*** ***B4 Suitability of market research methods*** ***C1 PEST analysis*** ***C2 SWOT analysis*** ***Complete Internal assessment***	***Component 2: Planning and presenting a micro enterprise idea*** **A1 Choosing ideas for a micro-enterprise** **Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea using relevant primary and secondary research:** **Own interests or skills audit** **Gaps in the market and target market** **Costing, pricing and profit estimates** **A consideration of safety, ethical, legal and environmental factors** **methods of promotion** **potential constraints: budget, resources available, lack of skills, age constraints.** **A2 Plan for a micro-enterprise** **Ownership, target market, aims, features, finance. Pricing, resources required**	***Component 2: Planning and presenting a micro enterprise idea*** **Learning outcome B: Present a plan for the micro-enterprise idea to meet specific requirements** **B1 Production of presentation** **B2 Delivery of presentation** **Learning outcome C: Review the presentation of the micro-enterprise idea to meet specific requirements** **C1 Review of presentation** ***Component 3: Marketing and Finance for Enterprise.*** **A1 Targeting and segmenting the market** **A2 4Ps of the marketing mix** **A3 Factors influencing the choice of marketing methods** **A4 Trust, reputation and loyalty**
Skills	• Planning and decision making • Problem solving	• Planning and decision making • Numeracy • Problem solving	• Planning and decision making • Numeracy • Problem solving

	• Presentation (oral and written) • Analysis • Evaluation	• Presentation (oral and written) • Analysis • Evaluation	• Presentation (oral and written) • Analysis • Evaluation
Progression	The development of core business knowledge developed during this early stage of the BTEC curriculum will be highly beneficial to students as they progress through the course. An understanding of component 1 will pervade all future topics.	The content of this unit follows a natural progression from the previous unit with clear links evident. Students will have previously been taught the purpose of business activity. They will now consider how businesses manage marketing. Students will also be introduced to the skill of analysing and using of marketing and promotional methods during this cycle. This important skill will be revisited frequently.	Having considered the internal influences on business they will now consider how an understanding of finance impact business activity. This reinforcement will help to ensure that knowledge is "sticky".
Link to KS5	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.

Year 11 – BTEC Tech Award Enterprise			
	Cycle 1	**Cycle 2**	**Cycle 3**
Content	***Component 3: Marketing and Finance for Enterprise.*** **B1 Financial documents** **B2 Payment methods** **B3 Revenue and costs** **B4 Financial statements** **B5 Profitability and liquidity**	**C1 Budgeting** **C2 Cash flow** **C3 Suggesting improvement to cash flow problems** **C4 Break even analysis and breakeven point**	***Revision and Exam skills***
Skills	• Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) • Analysis • Evaluation	• Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) • Analysis • Evaluation	• Revisiting powerful knowledge through revision and mastering extended writing and other exam skills
Progression	Students will continue to develop the core and essential business skills including planning and decision-making, numeracy, problem solving and presentation skills (written and oral).	Students will continue to work through component 3 during this cycle. They will continue to develop the core and essential business skills including planning and decision-making, numeracy, problem solving and presentation skills (written and oral).	Students continue to master exam skills in their final push towards their final exam.

Link to KS5	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.