

# Welcome to Business Enterprise



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# Specification Information

## Year 10

Entrepreneurship  
Business and enterprise aims and objectives  
Structures  
Stakeholders  
The market  
Market research  
Marketing mix  
Human resources  
Staff development and monitoring  
Motivation  
Operations management  
Business and enterprise growth  
Business and enterprise funding  
Financial terms, documents and tools

## Year 11

The impact of the external environment  
Business and enterprise planning

**Level 1/2 Technical Award Business Enterprise**



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# What you will learn?

- This course is for you if you prefer to be motivated and challenged by learning through hands on experiences. You will learn how to use your knowledge and practical enterprise skills to prepare you for business.
- You will learn about legal structures, marketing, market research, production and different jobs and roles in business and enterprise planning.



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# How you will be assessed/question types/skills

## Examined Assessment

**Year 11 – external written exam which counts 40% towards your final grade, based on the knowledge developed since the start of Year 10.**

## Non-examined Assessment

**Year 11 – internal project which counts 60% towards your final grade. This is set by the exam board.**



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# Resources/example questions/tasks

You will use a variety of textbooks and digital resources during Business Enterprise lessons



You will complete a number of practical activities during lessons.

1. Entrepreneurship 2. Marketing 3. Operations 4. Internal Influences 5. External Influences Revision

Mr Hart's Business covers LO1-LO5 for Unit 1 of NCFE Level 1/2 Technical Award in Business & Enterprise and is designed for students in Y9, Y10 or Y11 of secondary school to learn skills for running a business, such as managing resources, marketing and human resources.

Select a topic from below to get started:

**Design and create the ideal dwelling for an estate agent to sell.**

You then need to market the property. This means you have to prepare a 3-5 min sales pitch and present to the rest of the group.



# Skills developed



Time Management	Decision Making	Creative Thinking
Communication	Financial Awareness	Problem Solving
Research Skills	Negotiation	Decision Making



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# Careers/Next steps

- Level 3 in; Enterprise and Entrepreneurship, Financial Studies, Business and Enterprise, Applied Business, Business, Marketing
- An Apprenticeship within sectors such as a Finance, Marketing, Human Resources or Business Administration.
- Any other qualifications involving Economics, Business or Accounting.



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# Where can you find more information?

- [Twitter West Hill - Business](#)
- <https://www.careersbox.co.uk/careersbox-video/acca/>
- <https://www.westhillschool.co.uk/curriculum/subject-areas/business-studies>
- If you require any further information please contact Mr Merlo  
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