# Welcome to Business Enterprise



### **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

#### **Level1/2 Technical Award Business Enterprise**

### 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.

## 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.

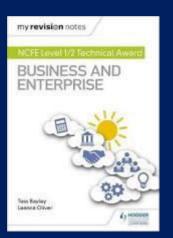
#### Non-examined Assessment

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

## 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.



### Skills developed



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

## 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.

## 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/businessstudies
- If you require any further information please contact Mr Merlo merlo@westhillschool.co.uk