

NEW CHOICES FOR YEAR 10

BTEC BUSINESS ENTERPRISE

**LEARN THE CONTENT THEN DEMONSTRATE YOUR
UNDERSTANDING THROUGH ASSIGNMENTS**

1 EXAM SAT IN YEAR 11

2 COURSEWORKS SAT IN YEAR 10 AND 11

LESS CONTENT THAN THE GCSE BUT MORE INDEPTH

EXPLORING ENTERPRISES INTERNAL ASSESSMENT

- What is an enterprise?
- Types and characteristics of SMEs
- The purpose of enterprises
- Entrepreneurs
- Customer needs
- Using market research to understand customers
- Understanding competitors

*Similar to
'Undercover
Boss'*



PLANNING FOR AND PITCHING AN ENTERPRISE ACTIVITY INTERNAL ASSESSMENT

- Generating ideas for a micro-enterprise activity
- Plan for a micro-enterprise activity
- Pitching a micro-enterprise activity
- Using feedback and review to identify possible changes to the pitch

*Similar to
Dragons
Den*



PROMOTION AND FINANCE FOR ENTERPRISE EXTERNAL ASSESSMENT

- Elements of the promotional mix and their purposes
- Targeting and segmenting the market
- Factors influencing the choice of promotional methods
- Investigating business finance
- Making recommendation as to how a business could improve using marketing and finance more effectively

*Like the
Apprentice
but in exam
format*



EXTRA CURRICULAR

- The Business Christmas Market (a bit like the Apprentice)
- The Xavier Business Challenge (essentially Dragons Den with other schools)



CAREERS



The skills you gain from studying this course will transfer to every career you choose to follow

OR

AQA GCSE BUSINESS

BOARDER COVERAGE OF CONTENT

2 PAPERS

SAT AT END OF YEAR 11

FINANCE

- Where to get finance from to set up, run or expand a business?
- How to calculate your revenue, costs and profits?
- How to manage your day to day cash flow?
- What happens if you run out of money?



MARKETING

- How do you find a gap in the market?
- How do you identify potential customers?
- How do you know what they want?
- How do you develop a product?
- How do you decide on price?
- How do you where to sell?
- How do you promote your product?
- How do you create a brand?



OPERATIONS

- How do you ensure you have the right materials at the right time to make a product?
- How do you manage your stock (raw materials, work in progress and finished goods)?
- How do you make the product?
- How do you manage the quality of the product?
- How do you make the right number of products to meet the market demands?
- How do you reduce costs of making products?



PEOPLE

- How do you attract the best people to work for you?
- How do you recruit them?
- How do you pursued them to work harder for you?
- How do you ensure you comply to laws on equality, diversity and inclusion?
- How do you manage unwelcome employees out of your business?



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CAREERS

The most popular degree course in the UK is Business. Below are the types of courses you can go on to study at University

- Business Administration.
- Economics.
- Finance and Management.
- International Business.
- Marketing.
- Banking and Finance.
- Accounting.
- International Management.
- Business Analytics.
- Entrepreneurship.



ANY FURTHER QUESTIONS?

- Either see me at the end
- Email: Lsumner@st-peters.surrey.sch.uk