





KS4 Business Concepts – Thematic Overview

SKILL	LOGO	YEAR 9	YEAR 10	YEAR 11	LINKS TO SPECIFICATION
Investigate & Research		<p>Unit of Study: McDonalds Ethics Challenge</p> <p>Assessment: Students are required to identify a new business opportunity and show how it will benefit from supporting a local community need or good cause. Ideas are communicated in a written business plan extract and a verbal presentation</p> <p>Bright Sparks: How does your planned business idea respond to market needs?</p>	<p>Unit of Study: Component 1: Exploring Enterprises</p> <p>Assessment: Enterprises: Success or failure?</p> <p>Bright Sparks: D1 Assess how successful a selected local enterprise has been in achieving its main purpose D2 Assess the effectiveness of the market research methods used to meet customer needs and understand competitor behaviour in a selected enterprise D3 Evaluate the most significant internal and external factors currently affecting a selected enterprise.</p>	<p>Unit of Study: Component 3: Promotion and Finance for Enterprise</p> <p>Assessment: External Exam 60 Marks</p> <p>Bright Sparks: Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply these in context. They demonstrate a high level of ability to interpret given information and can explain, in detail, the factors that could potentially affect the success of an enterprise and how different promotional and financial factors have positive and negative impacts. Learners can produce clear recommendations for success, with clear, realistic and convincing justifications.</p>	<p>Tech Award Component 1 Learning Aims:</p> <ul style="list-style-type: none"> A: Examine the characteristics of Enterprises B: Explore how market research helps enterprises meet customer needs and understand competitor behaviour C: Investigate the factors that contribute to the success of an enterprise <p>Tech Award Component 2 Learning Aims:</p> <ul style="list-style-type: none"> A: Explore ideas, plan and pitch for a micro enterprise activity <p>KS5 Links Unit 1: Exploring Business Unit 2: Developing a Marketing Campaign Unit 3: Personal & Business Finance Unit 5: International Business Unit 8: Recruitment & Selection Unit 9: Team Building in Business</p>
Teamwork & Communication		<p>Unit of Study: Tenner Challenge & The Big Deal</p> <p>Assessment: Business Plan & Presentation</p> <p>Bright Sparks: Tenner Challenge Evaluation</p>	<p>Unit of Study: Component 2: Planning for and Running an Enterprise</p> <p>Assessment: B: Pitch a micro-enterprise activity</p> <p>Bright Sparks: D1 Produce a comprehensive realistic plan for a micro enterprise activity and effectively pitch the idea with considered reasons D2 Assess the success of the micro-enterprise with reference to own skills, justifying decisions taken and recommending improvements with considered examples.</p>	<p>Unit of Study: Component 3: Promotion and Finance for Enterprise</p> <p>Assessment: External Exam 60 Marks</p> <p>Bright Sparks: Learners demonstrate a high level of ability to interpret given information and can communicate, in detail, the factors that could potentially affect the success of an enterprise and how different promotional and financial factors have positive and negative impacts. Learners can communicate clear recommendations for success, with clear, realistic and convincing justifications.</p>	<p>Tech Award Component 2 Learning Aims:</p> <ul style="list-style-type: none"> A: Explore ideas, plan and pitch for a micro enterprise activity B: Operate and review the success of a micro enterprise activity. <p>KS5 Links Unit 4: Managing an Event Unit 6: Principles of Management Unit 8: Recruitment & Selection Unit 9: Team Building in Business</p>
Create & Present		<p>Unit of Study: Sportswear Brand Challenge & Recruitment & Employment</p> <p>Assessment: Recruitment Documents</p> <p>Bright Sparks: 'Who Would You Hire' - Assess the three best candidates and recommend one for the job, with reasons.</p>	<p>Unit of Study: Component 2: Planning for and Running an Enterprise</p> <p>Assessment: A: Explore ideas and plan for a micro-enterprise activity B: Pitch a micro-enterprise activity</p> <p>Bright Sparks: D1 Produce a comprehensive realistic plan for a micro enterprise activity and effectively pitch the idea with considered reasons D2 Assess the success of the micro-enterprise with reference to own skills, justifying decisions taken and recommending improvements with considered examples</p>	<p>Unit of Study: Component 3: Promotion and Finance for Enterprise</p> <p>Assessment: External Exam 60 Marks</p> <p>Bright Sparks: Learners demonstrate an ability to present given information and can explain, in detail, the factors that could potentially affect the success of an enterprise and how different promotional and financial factors have positive and negative impacts.</p>	<p>Tech Award Component 2 Learning Aims:</p> <ul style="list-style-type: none"> A: Explore ideas, plan and pitch for a micro enterprise activity <p>KS5 Links Unit 2: Developing a Marketing Campaign Unit 4: Managing an Event Unit 6: Principles of Management Unit 8: Recruitment & Selection Unit 9: Team Building in Business</p>
Review & Recommend		<p>Unit of Study: Recruitment & Employment</p> <p>Assessment: Who would you hire?</p> <p>Bright Sparks: 'Who Would You Hire' - Assess the three best candidates and recommend one for the job, with reasons.</p>	<p>Unit of Study: Component 2: Planning for and Running an Enterprise</p> <p>Assessment: A - Explore ideas and plan for a micro-enterprise activity C - Review own pitch for a micro-enterprise activity.</p> <p>Bright Sparks: D1 Produce a comprehensive realistic plan for a micro enterprise activity and effectively pitch the idea with considered reasons D2 Assess the success of the micro-enterprise with reference to own skills, justifying decisions taken and recommending improvements with considered examples.</p>	<p>Unit of Study: Component 3: Promotion and Finance for Enterprise</p> <p>Assessment: External Exam 60 Marks</p> <p>Bright Sparks: Learners demonstrate a high level of knowledge and understanding of the elements of promotion and financial records and apply these in context. They demonstrate a high level of ability to interpret given information and can explain, in detail, the factors that could potentially affect the success of an enterprise and how different promotional and financial factors have positive and negative impacts. Learners can produce clear recommendations for success, with clear, realistic and convincing justifications.</p>	<p>Tech Award Component 2 Learning Aims:</p> <ul style="list-style-type: none"> B: Operate and review the success of a micro enterprise activity. <p>Tech Award Component 3 Learning Aims:</p> <ul style="list-style-type: none"> 4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance <p>KS5 Links Unit 1: Exploring Business Unit 2: Developing a Marketing Campaign Unit 3: Personal & Business Finance Unit 5: International Business Unit 8: Recruitment & Selection Unit 9: Team Building in Business</p>