

KS4 Business Concepts – Thematic Overview

SKILL	LOGO	YEAR 10	YEAR 11	LINKS BETWEEN KS4 AND KS5
Investigate & Research		Unit of Study: Component 1: Exploring Enterprises Assessment: Enterprises: Success or failure? 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.	Unit of Study: Component 3: Promotion and Finance for Enterprise Assessment: External Exam 60 Marks 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.	Tech Award Component 1 Learning Aims: - 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 Tech Award Component 2 Learning Aims: - A: Explore ideas, plan and pitch for a micro-enterprise activity 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
Teamwork & Communication		Unit of Study: Component 2: Planning for and Running an Enterprise Assessment: B: Pitch a micro-enterprise activity 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.	Unit of Study: Component 3: Promotion and Finance for Enterprise Assessment: External Exam 60 Marks 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.	Tech Award Component 2 Learning Aims: - A: Explore ideas, plan and pitch for a micro-enterprise activity - B: Operate and review the success of a micro-enterprise activity. KS5 Links Unit 4: Managing an Event Unit 6: Principles of Management Unit 8: Recruitment & Selection Unit 9: Team Building in Business
Create & Present		Unit of Study: Component 2: Planning for and Running an Enterprise Assessment: A: Explore ideas and plan for a micro-enterprise activity B: Pitch a micro-enterprise activity 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	Unit of Study: Component 3: Promotion and Finance for Enterprise Assessment: External Exam 60 Marks 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.	Tech Award Component 2 Learning Aims: A: Explore ideas, plan and pitch for a micro-enterprise activity 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
Review & Recommend		Unit of Study: Component 2: Planning for and Running an Enterprise Assessment: A - Explore ideas and plan for a micro-enterprise activity C - Review own pitch for a micro-enterprise activity. 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.	Unit of Study: Component 3: Promotion and Finance for Enterprise Assessment: External Exam 60 Marks 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.	Tech Award Component 2 Learning Aims: - B: Operate and review the success of a micro-enterprise activity. Tech Award Component 3 Learning Aims: 4 Be able to advise and provide recommendations to a given enterprise on ways to improve its performance 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