



Why is the study of Business and Enterprise important?

Business is how the world works, every shop, every government, every local hairdresser, every website is an organisation that trades commercially. Having some knowledge about how these companies work is a great advantage to your working life especially if you dream of starting your own business. Businesses work in similar ways around the world and this could give you the skills needed to work for companies outside the UK. In this course you will use the business environment to expand your own ideas, learn how to improve from feedback received and be able to evaluate your own work and progress.

What skills will the study of Business and Enterprise teach you?

1. Communication skills

As you understand how businesses work you will be able to speak confidently about your own enterprise ideas to investors or be able to help your employer get the best from employees or customers. You will be able to deliver confident presentations and reports, know and plan your resources and motivate yourself and others in your chosen business environment.

2. Marketing

You will have information about how businesses target their customers and how they use selling methods to capture new audiences. This information is invaluable if you want to start your own business and be able to get the customers you need to make your business stand out and be successful. You will learn how to interpret marketing data to get the very best from your budget and then be able to identify the demographics of your marketplace.

3. Accounting

You will gain valuable skills in accounting and finance, understanding how a business makes money and invests to make that company grow. Many businesses fail in their first year due to poor financial decisions as business owners fail to learn the basic financial formulas to running a business. If you want to run your own company or just understand how the business you will work in works then this course will give you valuable insight on how the fiscal aspects of a business will work.

4. Entrepreneur skills

If you dream of starting your own business and being your own boss, turning that hobby you love into a lifelong dream, this course will allow you to learn all of the necessary skills to get you started. How to get the funding you need to start trading, how to write a business plan and develop those entrepreneurial skills which are vital for getting your business to be successful. Learning about resilience when ideas don't work out, giving you skills to adapt and invent new ways of working that will contribute to a successful business.

What will you know and understand from your study of Business and Enterprise

Working in business and enterprise can be very rewarding. This could be as a self-employed entrepreneur, working within a large corporation or even transferring these skills in a sector you may not expect, such as a charity.

Studying this course you will understand the entrepreneurial characteristics and business aims and objectives, legal structures, organisational structures and stakeholder engagement. You will understand the marketing mix, market research and the different types of markets. How a business operates and the different functions needed to be successful. As part of the course you will understand the internal and external influences on a business and how this affects the planning and growth of businesses. You will learn how to organise resources and how funds are raised and the sources of funding available for businesses.

How can you deepen your understanding of Business and Enterprise

You could deepen your understanding by visiting the following websites:

- www.businesscasestudies.co.uk/
- www.bbc.co.uk/education/subjects/zpsvr82
- www.bizkids.com/business-resources
- www.beebusinessbee.co.uk/index.php/business-topics
- www.princes-trust.org.uk/help-for-young-people/tools-resources/business-tools/business-plans
- www.markedbyteachers.com/gcse/business-studies/bmw-operations-management.html
- www.mbaskool.com/marketing-mix/services/16731-tesco.html
- www.research-methodology.net/tesco-marketing-mix/

How are you assessed in Business and Enterprise

Unit 1

The external assessment will be in the form of a written examination, which will assess the learner's knowledge and understanding of content from Unit 01. A variety of assessment styles will be used, including multiple-choice, short-answer and extended response questions.

This is worth 40% of the final qualification.

Unit 2

For this unit there is a synoptic assessment which enables learners to show that they can transfer knowledge and skills learnt in one context to resolve problems raised in another. The student will have a scenario, provided by the exam board, to work through to produce a substantial document e.g. business plan for the company in the scenario. Students will have 21 hours to complete this work.

This is worth 60% of the final qualification.

Your final grade can be at level 1 or level 2 depending upon your results for both assessments.

There are 6 assessment points each year that we term Praising Stars[®]. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Business and Enterprise curriculum.

Key Assessment Objectives for each unit are:

AO1 - Recall knowledge and show understanding

Learners will recall and communicate the fundamental elements of knowledge and understanding.

AO2 - Apply knowledge and understanding

Learners will apply their knowledge and understanding to real-world contexts and novel situations, including finding creative solutions.

AO3 - Analyse and evaluate knowledge and understanding

Learners will develop analytical thinking skills to make reasoned judgements and reach conclusions.

AO4 - Demonstrate and apply technical skills and processes

Learners will demonstrate the essential technical skills relevant to the vocational sector, by applying the appropriate processes, tools and techniques.

AO5 - Manage and evaluate the project

Learners to develop the necessary skills of forethought, time management, self reliance and self-reflection.

Study of Business and Enterprise can lead to a wide range of careers:

If you choose to study business and enterprise, there are a number of routes you can take to further your career such as:

Business development - You'll be the boots on the ground, responsible for representing the business you work for and speaking to potential customers to create new business or maintaining current relationships.

Marketing - You'll need a creative brain that can help take a product or service to your potential customers or 'to market'. You'll need to understand the needs and wants of your customer and how you can make it an easy decision for them to buy from your company, rather than someone else.

Finance - Numbers and getting them right are very important in business. You need to make sure your running costs are as efficient as possible to ensure that your business is making money (profit).

HR and recruitment - Employees are at the heart of every business and working in recruitment means that you're responsible for finding the right people for the job. In the Human Resources team, you'll ensure that people are happy and want to stay with your business.

Management - As a manager, you could be in charge of a project but also in charge of a number of staff. Your interpersonal skills are essential to running a team. If your team are happy and are successful in their roles you'll be rewarded for managing them properly.

Further study

If you choose to study business and enterprise, there are a number of routes you can take to further your career such as:

Further study at college or university

Often universities encourage you to do a placement year where you gain experience working in business in your third year of study. You can also look at foundation degrees or an NCFE Level 3 Applied General Certificate in Business and Enterprise to further your knowledge.

Apprenticeships

You'll be working to a set programme of learning whilst earning money as an apprentice. This will provide you with a structured training period with a solid foundation of knowledge from which to progress in this sector.

Entry level roles

An entry level role will give you the chance to work your way up through a business whilst finding your feet, often supporting the business and its day-to-day running.

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