

The Business curriculum

Business curriculum vision

Studying Business is an exciting opportunity for students to develop knowledge and skills that will serve them well in whichever destination they choose after they leave school. Although Business is only offered in the KS4 and KS5 curriculum, our recently developed enrichment offer enables younger students to be exposed to the idea of business and entrepreneurship from the start of their Barr's Hill experience. In KS4 students develop their understanding of the fundamentals of the business world and towards the end of the course use this to create their own idea for a small business. In KS5 students then start to delve into specific areas of business, creating a solid knowledge base of the different functions of business. Students that have studied the subject then leave us fully prepared for their next step whether this is continuing in education or entering the world of work.

Key stage 4 – Units of study Pearson BTEC Level 1/2 Tech Award in Enterprise 603/7063/4

Term	Year 10	Year 11
KS4	Component 1 Exploring Enterprises Component 2 Planning and Presenting a Micro Enterprise Idea	Component 3 Marketing and Finance for Enterprise

Key stage 5 – Units of study Pearson BTEC Level 3 National Extended Diploma in Business 601/7155/8

Term	Year 12	Year 11
KS5	Unit 1 Exploring Business Unit 2 Developing a Marketing Campaign Unit 3 Personal and Business Finance Unit 6 Principles of Management Unit 19 Pitching for a New Business Unit 21 Training and Development Unit 27 Work Experience in Business	Unit 4 Managing an Event Unit 5 International Business Unit 7 Business Decision Making Unit 8 Recruitment and Selection Process Unit 14 Investigating Customer Service Unit 20 Investigating Corporate Social Responsibility

Support your child with their learning

The following links will support additional learning to your child.

Year 10 Unit	Additional Learning
Component 1 Exploring Enterprise	The role of business and entrepreneurship https://www.bbc.co.uk/bitesize/guides/zkqp6v4/revision/1 Business size https://www.tutor2u.net/economics/topics/small-and-medium-sized-enterprises-smes Aims and objectives https://www.bbc.co.uk/bitesize/guides/zr2bvk7/revision/1 Understanding customer needs https://www.bbc.co.uk/bitesize/guides/znvfscw/revision/1 Competitor behaviour https://www.bbc.co.uk/bitesize/guides/zhmg382/revision/1 Market Research https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1 SWOT and PEST https://www.bbc.co.uk/bitesize/guides/zdxynrd/revision/1
Component 2 Planning and Presenting a Micro Enterprise Idea	Business planning https://www.bbc.co.uk/bitesize/guides/zrjfnrd/revision/1 Presenting your business idea https://www.bl.uk/business-and-ip-centre/articles/five-tips-for-presenting-your-business-ideas

Year 11 Unit	Additional Learning
Component 3 Marketing and Finance for Enterprise	Targeting and segmentation https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1 Marketing mix (4 Ps) https://www.bbc.co.uk/bitesize/guides/z7scbdm/revision/1 https://www.bbc.co.uk/bitesize/guides/zn47wty/revision/1 https://www.bbc.co.uk/bitesize/guides/zvjhxyz/revision/1 https://www.bbc.co.uk/bitesize/guides/z7cq6f/revision/1 Role of Finance https://www.bbc.co.uk/bitesize/guides/zk94cqt/revision/1