

Subject	Business/Enterprise
Curriculum intent	Our curriculum aims to ensure students leave with essential skills and knowledge to embrace the challenges of a rapidly changing business environment both in the UK and around the world. We teach this particular subject at Cheslyn Hay Academy to prepare students for the world of work, whether that is starting their own business or working for an organisation. This is a popular subject which demonstrates the desire of our students to become enterprising and to explore different career pathways. This is further supported as Business can be studied via different routes including BTEC Level 2 and 3 qualifications.
Key Stage 4	<p><u>BTEC Tech Award in Enterprise Level 1 / 2</u></p> <p>This award is taught at Cheslyn Hay Academy as it gives learners the opportunity to develop sector-specific knowledge and skills in a practical learning environment. The main focus of this course includes:</p> <ul style="list-style-type: none"> ● The development of key skills that prove aptitude in planning an enterprise activity, including market research, planning, carrying out financial transactions, communication and problem solving ● Knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise ● Attitudes and ways of working that are considered most important for enterprise, including monitoring and reflecting on performance of an enterprise idea and own use of skills. <p><u>Course Structure</u></p> <p>Year 10 Component 1: Exploring Enterprises 30% of the overall qualification, internally assessed.</p> <p>Year 10 and 11 Component 2: Planning for and Pitching an Enterprise Activity 30% of the overall qualification, internally assessed.</p> <p>Year 11 Component 3: Promotion and Finance for Enterprise 40% of the overall qualification, externally assessed.</p> <p>Courses offer progression to Level 3, AS/A2 Level, BTEC Award, Cambridge Technical, AVCE, NVQ 3, Advanced Apprenticeship in related subjects and Access to HE.</p>
Key Stage 5	<p><u>BTEC Nationals Level 3 Extended Certificate in Business</u></p> <p>This course is taught at Cheslyn Hay Academy as it requires applied learning that brings together knowledge and understanding with practical and technical skills. This is achieved through learners performing vocational tasks that encourage the development of appropriate vocational behaviours and transferable skills. Transferable skills are those such as communication, teamwork, research and analysis, which are valued in both higher education and the workplace.</p> <p><u>Course Structure</u></p> <p>Year 12 Unit 1 coursework: Exploring Business 25% of the overall qualification, internally assessed.</p>

Unit 3 exam: Personal and Business Finance
30% of the overall qualification, internally assessed.

Year 13

Unit 2 controlled assessment: Developing a Marketing Campaign
25% of the overall qualification, internally assessed.

Unit 8 coursework: Recruitment and Selection Process
20% of the overall qualification, internally assessed.

This qualification gives learners experience of the breadth and depth of the sector that will prepare them for further study or training. This includes the opportunity for learners to choose several topics from a selection of options reflecting the progression pathways in business. All BTEC Nationals provide transferable knowledge and skills that prepare learners for progression to university, apprenticeships and work.