

Business & Enterprise 2021/2022							
Year 10	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise 1.1: Entrepreneur 1.2 Business aims & Objectives 1.3 Structures 1.4 Stakeholder Engagement	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise 2.1 Marketing Mix 2.1.1 Product types 2.1.2 Product lifecycle Product life cycle-extension strategies 2.1.3 Boston Matrix 2.1.4 Place 2.1.5 Price 2.1.6 Promotion 2.2 Market Research and Markets 2.2.1 Data types 2.2.2 Primary research 2.2.3 Secondary research 2.2.4 Market types 2.2.5 Orientation types	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise 3.1 Operations Management 3.1.1 Outsourcing 3.1.2 Lean production 3.1.3 Maintaining and improving quality 3.1.4 Production methods	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise 4.1 Customer Service and Internal Influences and Challenges of Growth 4.1.1 Customer service 4.1.2 Customer service measurements 4.1.3 How customer service is measured 4.2 Internal Influences 4.3 Internal Challenges of Growth	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise 5.1 External Influences 5.2 Challenges of Growth		
Links	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 5: Marketing and Market Research Unit 4: Customers and Communication	KS5 OCR Level 3 Cambridge Technical in Business Unit 5: Marketing and Market Research		KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 4: Customers and Communication Unit 8: Introduction to Human Resources	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment		
Skills	Commercial Awareness Customer Service Financial Awareness Organisation Communication	Creative and Innovative Thinking Analytical Commercial Awareness Customer Service Decision Making Negotiation and Persuasiveness Prioritising Problem solving Strategic Thinking	Analytical Creative thinking Problem Solving	Customer Service Decision Making Organisation Strategic Thinking Communication Negotiation and Persuasiveness	Research Decision Making		
Year 11	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment 1.1: Entrepreneur 1.2 Business aims & Objectives 1.3 Structures 1.4 Stakeholder Engagement 2.1 Marketing Mix 2.2 Market Research and Markets 3.1 Operations Management 4.1 Customer Service and Internal Influences and Challenges of Growth 4.2 Internal Influences	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 1: Company Description Introduction Aims & Objectives SWOT analysis	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 2: Marketing Analysis Target Market Industry Profile Competitive Environment	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 3: Marketing Product Place Price	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 4:	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 5:	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning Internal Synoptic coursework Section 6:

	4.3 Internal Challenges of Growth 5.1 External Influences 5.2 Challenges of Growth	Legal Structure		Promotion	People and operations	Financial Plan	Evaluation
L i n k s	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 4: Customers and Communication Unit 5: Marketing and Market Research Unit 8: Introduction to Human Resources	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 5: Marketing and Market Research	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 5: Marketing and Market Research	KS5 OCR Level 3 Cambridge Technical in Business Unit 5: Marketing and Market Research	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 2: Working in business. Unit 8: Introduction to Human Resources	KS5 OCR Level 3 Cambridge Technical in Business Unit 1: The Business Environment Unit 2: Working in business	KS5 OCR Level 3 Cambridge Technical in Business Unit 4: Customers and Communication Unit 5: Marketing and Market Research Unit 8: Introduction to Human Resources
S k i l s	Commercial Awareness Customer Service Financial Awareness Organisation Communication Creative and Innovative Thinking Analytical Decision Making Negotiation and Persuasiveness Prioritising Problem solving Strategic Thinking Analytical Creative thinking Problem Solving Customer Service Decision Making Research	Analytical Commercial Awareness Communication Creative Thinking customer Service Decision Making Financial Awareness Organisation Time Management Problem solving Research Strategic Thinking	Research Problem solving Strategic Thinking Creative and Innovative Thinking Decision Making Analytical Organisation Time Management Problem solving Research strategic Thinking	Analytical Commercial Awareness Communication Creative Thinking Decision Making Financial Awareness Organisation Time Management Problem solving Research Strategic Thinking	Analytical Research Problem solving Strategic Thinking Creative and Innovative Thinking Decision Making Analytical Organisation Time Management Problem solving Research strategic Thinking		
Y e a r 1 2	OCR Cambridge Technical Level 3 Business Unit 1: The business Environment 1. Understand different types of businesses and their objectives. 2. Understand how the functional areas of businesses work together to support the activities of businesses. 3. Understand the effect of different organisational structures on how businesses operate. 4. Be able to use financial information to check the financial health of businesses. 5. Understand the relationship between businesses and stakeholders. 6. Understand the external influences and constraints on businesses and how businesses could respond 7. Understand why businesses plan. 8. Be able to assess the performance of businesses to inform future business activities		CR Cambridge Technical Level 3 Business Unit 5: Marketing and Market Research 1. Understand the role of marketing in businesses. 2. Know the constraints on marketing. 3. Be able to carry out market research for business opportunities. 4. Be able to validate and present market research findings.		OCR Cambridge Technical Level 3 Business Unit 4: Customers and Communication 1. Understand who customers are and their importance to businesses 2. Understand how to communicate with customers. 3. Be able to establish a rapport with customers through non-verbal and verbal communication skills. 4. Be able to convey messages for business purposes. 5. Know the constraints and issues which affect the sharing, storing and use of information for business communications.		
L i n k s	KS4 V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise Unit 2: Understanding Resources for Business and Enterprise Planning. Section 2:Marketing Analysis Section 4: People and operations		KS4 V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise Unit 2: Understanding Resources for Business and Enterprise Planning. Section 2:Marketing Analysis Section 3: Marketing		V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise Unit 2: Understanding Resources for Business and Enterprise Planning Section 6		

S k i l l s	Unit 1 Organisational Skills Numeracy Skills. Financial Skills Interpret financial statement Planning Skills Problem solving Skills commercial Awareness	Unit 5 Comprehension Skills Written Communication Primary Research Skills Secondary Research Skills Presenting Primary research	Unit 4: Design Skills Listening Skills Letter Writing Skills communication Skills Presentation skills Role Play Skills Verbal communication Non Verbal communication
Y e a r 1 3	OCR Cambridge Technical Level 3 Business Unit 2: work in Business 1. Understand protocols to be followed when working in business. 2. Understand factors that influence the arrangement of business meetings. 3. Be able to use business documents. 4. Be able to prioritise business tasks 5. Understand how to communicate effectively with stakeholders.	OCR Cambridge Technical Level 3 Business Unit 4: Customers and Communication 1. Understand who customers are and their importance to businesses 2. Understand how to communicate with customers. 3. Be able to establish a rapport with customers through non-verbal and verbal communication skills. 4. Be able to convey messages for business purposes. 5. Know the constraints and issues which affect the sharing, storing and use of information for business communications.	OCR Cambridge Technical Level 3 Business Unit 8: Introduction to Human Resources. 1. Know the factors that are involved inhuman resource planning. 2. Be able to assess the effectiveness of training and development 3. Understand how and why businesses motivate employees. 4. Understand the importance of monitoring and managing employee performance at work. 5. Understand the importance of confidentiality within the human resources function.
L i n k s	<u>KS4</u> V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 2: Understanding Resources for Business and Enterprise Planning. Section 4: People and operations Section 5: Financial Plan	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise Unit 2: Understanding Resources for Business and Enterprise Planning Section 6	V.Cert NCFe Level 1 /2 Technical Award in business and Enterprise. Unit 1: Introduction to Business Enterprise Unit 2: Understanding Resources for Business and Enterprise Planning Section 4:People and operations Section 6: Evaluation
S k i l l s	Organisational communication Prioritising Design ICT Skills Written communication Revision Numeracy Skills	Unit 4: Design Skills Listening Skills Letter Writing Skills communication Skills Presentation skills Role Play Skills Verbal communication	Unit 8: Planning skills Written Communication Analyse Evaluation Comprehension Problem solving