

My Business Learning Journey KS4

Name: _____ Form: _____

All students are given a target grade to meet expected progress. These target grades are based on their KS2 performance as reported on by their Primary schools.

Success is in students' hands; everyone has the potential to fulfil their personal targets. Students are encouraged to aim high and not to settle for less than the best, to listen to and act on the advice they are given and start thinking about their futures beyond year 11.



In Business BTEC the grades that can be awarded are;

Level 1 Pass (P1) – This means that the student is working at a GCSE equivalent of a grade 1 or 2.

Level 1 Merit (M1) - This means that the student is working at a GCSE equivalent of a grade 2 or 3.

Level 1 Distinction (D1) - This means that the student is working at a GCSE equivalent of a grade 3 or 4.

Level 2 Pass (P2) - This means that the student is working at a GCSE equivalent of a grade 4 or 5.

Level 2 Merit (M2) - This means that the student is working at a GCSE equivalent of a grade 6 or 7.

Level 2 Distinction (D2) - This means that the student is working at a GCSE equivalent of a grade 8 or 9.

I'm heading here _____

KS4 Business Learning Journey

Start of Year 10

Exploring Enterprise
Examining the Characteristics of Businesses and their owners. Discussing how businesses invent and innovate to create products and services that customers want, through the use of Market Research.

Business Environment
Exploring the internal and external Business Environment that enterprises operate in. Determining the effect these factors will have on different business contexts.

Financial Management
Understanding, creating and interpreting a range of financial documents and tools that enterprises use to plan, monitor and assess business performance in order to make decisions on how to improve performance over time.

Brand Management
Interpreting market information to enable to exploration of methods used by businesses to stimulate and maintain demand for their products and services, taking into consideration factors affecting the choices available.

Generating Ideas for a micro-enterprise
Primary Market Research
Analysing and Presenting Market Research

C2 LA A: Explore ideas and plan for a micro-enterprise activity

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Business Aims, Target Market, The Competition, Marketing Activities, Pricing Strategies, Business Overview, Business Objectives, Market Segmentation, Product Distribution, Cost Effectiveness of Marketing activities, Idea Evaluation and Justification of choice, Competition Analysis, Start-up Costs, Target Market

Cost of start-up resources, Running Costs required, Financing the start-up, Set-up timeline, Identifying key elements of the Business plan, Communication Skills, Giving constructive feedback, Review and analyse own performance

C2 LA B: Pitch a Micro-enterprise activity

C2 LA C: Review Own pitch

Advertising, Sales Promotions, Personal Selling, Break-even analysis, Cash flow forecasting, Risk Assessment and contingency planning, Receiving Constructive feedback, Using feedback evaluate performance and identify possible changes

Advertising, Sales Promotions, Personal Selling, Direct Marketing, A3 Factors influencing the choice of promotion, A2 Targeting and Segmenting the Market, C3 LA 1 Elements of the Promotional Mix And their purpose

Assessment Objectives: Knowledge, interpretation, Application, Analysis, Evaluation

Revision Skills, Reading for meaning Market information, Revision Skills, Public Relations, Targeting and Segmenting the Market

Next Steps: Reflect on the learning of this year to Build on into year 11

Mock Exam, Interpreting Market information, Exam Skills, Factors affecting choice of promotion

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