KS4 Big Picture – NCFE Business & Enterprise

Y10 Autumn 01 *Weeks 1 – 7 (6 weeks)*	*Y10 Autumn 02* *Weeks 8 – 15 (8 weeks)*	*Y10 Spring 01* *Weeks 16 – 21 (6 weeks)*
Content **1.1 Entrepreneurship** What it means to be an entrepreneur (starting and running a business) Reasons people become entrepreneurs (profit, independence, passion, solving problems) Key entrepreneurial skills and attributes (creativity, risk-taking, leadership, resilience) **1.2 Business Aims and Objectives** Why businesses set aims and objectives (direction, decision-making, measuring success) Financial objectives: profit, revenue growth, cost control Non-financial objectives: customer satisfaction, sustainability, brand reputation, social impact **1.3 Business Structures** Types of legal structures (sole trader, partnership, limited company) How structure affects: Control and decision-making Liability	**Content** **1.4 Stakeholders** Internal stakeholders: employees, managers, owners External stakeholders: customers, suppliers, government, community Stakeholder engagement (communication and involvement in decisions) Stakeholder conflict (different interests causing disagreements) **2.1 The Market** Understanding what a market is and how it operates Key aspects such as customer needs, demand, competition, and market size **2.2 Market Research** Primary research: collecting first-hand data (surveys, interviews, focus groups) Secondary research: using existing data (reports, statistics, online sources) Data types: qualitative (opinions) and quantitative (numerical data)	**Content** **2.3 Marketing Mix (4Ps + extensions)** Price: pricing strategies and their impact Place: distribution channels and how products reach customers • Promotion: advertising, sales promotion, and communication methods • Product: design, features, and meeting customer needs • Product Life Cycle: stages from introduction to decline and extension strategies • Product development & innovation: improving or creating new products • Boston Matrix: analysing product performance (stars, cash cows, question marks, dogs) • Branding: creating identity and customer loyalty **3.1 Human Resources** • Methods of recruitment: internal and external recruitment • Stages of recruitment: job analysis, job description, advertising, shortlisting, interviews, selection • Types of employment contracts: full-time, part-time, temporary, zero-hours

KS4 Big Picture – NCFE Business & Enterprise

profit distribution Impact of changing structure (e.g. growth, increased complexity, legal responsibilities) **Topics covered: -** 1.1 Entrepreneurship 1.2 Business Aims and Objectives 1.3 Business Structures 1.4 Stakeholder**s** **Skills acquired** Business Understanding Analysis Skills Decision-Making Evaluation & Critical Thinking Communication	Market types: mass vs niche markets Business orientations: product-oriented vs market-oriented approaches **Topics covered: -** 1.4 Stakeholders 2.1 The Market 2.2 Market Research **Skills acquired** Research Skills Analytical Skills Decision-Making Strategic Thinking Communication	**Topics covered: -** 2.3 Marketing Mix (4Ps + extensions) 3.1 Human Resources **Skills acquired** People Management Understanding Analytical Skills Decision-Making Evaluation & Critical Thinking Communication
Assessment: CA1 mini test.	**Assessment:** CA1 end of topic test & CA2 end of topic test.	**Assessment:** PPE 1 & CA3 mini test.

KS4 Big Picture – NCFE Business & Enterprise

Y10 Spring 02 ***Weeks 22 – 27 (6 weeks)***	***Y10 Summer 01*** ***Weeks 28 – 32 (5 weeks)***	***Y10 Summer 02*** ***Weeks 33 – 39 (7 weeks)***
Content **3.2 Staff Development and Monitoring** • Training methods (on-the-job and off-the-job) • Monitoring performance through appraisals, targets, and feedback **3.3 Motivation** • Financial motivation: wages, salaries, bonuses, commission • Non-financial motivation: job satisfaction, recognition, career progression • Motivation theories: understanding what drives employees (e.g. needs, incentives, work environment) **Topics covered: -** 3.2 Staff Development and Monitoring 3.3 Motivation **Skills acquired**	**Content** **4.1 Operations Management** • How businesses produce goods and deliver services efficiently • Outsourcing: using external suppliers to carry out business functions • Lean production: reducing waste and improving efficiency • Maintaining and improving quality: quality control and quality assurance methods • Production methods: job, batch, and flow production • Customer service: meeting customer expectations and building satisfaction and loyalty **Topics covered: -** Outsourcing Lean production Maintaining and improving quality Production methods Customer service **Skills acquired**	**Content** • How and why businesses expand over time • Internal growth: expanding using own resources (e.g. increasing sales, new products) • External growth: merging or taking over other businesses (mergers and acquisitions) • Efficiencies and costs: economies and diseconomies of scale as businesses grow • Challenges of growth: managing larger operations, maintaining quality, increased risk and complexity **Topics covered: -** Internal growth External growth Efficiencies and costs Challenges of growth **Skills acquired** Business Strategy Understanding Analytical Skills Decision-Making

KS4 Big Picture – NCFE Business & Enterprise

Decision-Making Evaluation & Critical Thinking Communication Analytical skills	Operational Understanding Analytical Skills Decision-Making Evaluation & Problem Solving Communication	Evaluation & Critical Thinking Communication
Assessment: CA3 end of topic test.	**Assessment:** PPE 2 & CA4 end of topic test.	**Assessment:** CA5 end of topic test.

KS4 Big Picture – NCFE Business & Enterprise

Y11 Autumn 01 *Weeks 1 – 7 (6 weeks)*	*Y11 Autumn 02* *Weeks 8 – 15 (8 weeks)*	*Y11 Spring 01* *Weeks 16 – 21 (6 weeks)*
Content **6.1 Business and Enterprise Funding** • Different sources of finance available to businesses • Funding types: internal (personal savings, retained profit) and external (loans, investors, grants) **6.2 Financial Terms, Documents, and Tools** • Financial terms and calculations: revenue, profit, break-even, cash flow • Costs, liabilities, and assets: fixed vs variable costs, what a business owns vs owes • Financial documents: cash flow forecasts, income statements, balance sheets • Ratio analysis: measuring performance (e.g. profitability, liquidity) • Cash flow management: managing money coming in and out to avoid shortages **Topics covered: -** Business and enterprise funding Funding types Financial terms, documents, and tools Financial terms and calculations Costs, liabilities, and assets Financial documents Ratio analysis Cash flow management	**Content** **Non-Examined Assessment – 21 hours** Focuses on applying business knowledge to a real or simulated enterprise project. • Research, plan, create, and evaluate a business idea—demonstrating skills in market research, marketing, finance, operations, and evaluation. • It assesses practical skills such as planning, decision-making, problem-solving, and evaluation. **8.1 Business and Enterprise Planning** • Why businesses create plans and how they use them • Purposes and benefits of planning: • Setting clear goals and direction • Reducing risk and uncertainty • Helping with decision-making and securing funding • Measuring progress and success • Sections of a business plan: • Business idea and objectives • Market research and analysis • Marketing strategy • Operations plan • Financial forecasts • Risk assessment and contingency planning **Topics covered: -** Purposes and benefits of planning Sections of a business plan	**Content** **Non-Examined Assessment – 21 hours** Focuses on applying business knowledge to a real or simulated enterprise project. • Research, plan, create, and evaluate a business idea—demonstrating skills in market research, marketing, finance, operations, and evaluation. • It assesses practical skills such as planning, decision-making, problem-solving, and evaluation. • **7.1 The Impact of the External Environment** • How factors outside a business affect its decisions and performance • External influences, including: • Economic factors (inflation, interest rates, unemployment) • Political and legal factors (laws, regulations, government policies) • Social factors (trends, demographics, consumer behaviour) • Technological factors (innovation, automation, digital change) • Environmental factors (sustainability, climate concerns) **Topics covered: -** External influences Economic factors Political and legal factors

KS4 Big Picture – NCFE Business & Enterprise

Skills acquired Financial Understanding Numeracy & Analytical Skills Decision-Making Evaluation & Problem Solving Communication	**Skills acquired** Planning Skills Analytical Skills Decision-Making Evaluation & Critical Thinking Communication	Social factors Technological factors Environmental factors **Skills acquired** Business Awareness Analytical Skills Decision-Making Evaluation & Critical Thinking Communication
Assessment: CA6 end of topic test.	**Assessment:** NEA controlled assessment.	**Assessment:** CA8 & CA7 end of topic tests.
Y11 Spr 02 ***Weeks 1 – 7 (6 weeks)***	***Y11 SUM_1*** ***Weeks 8 – 15 (8 weeks)***	
Content Revision of CA1 – CA8 in preparation for GCSE examination. **Topics covered: -** Content area 1: Entrepreneurship, business organisation and stakeholders Content area 2: Market research, market types and orientation and marketing mix Content area 3: Human resource requirements for business and enterprise Content area 4: Operations management Content area 5: Business growth Content area 6: Sources of enterprise funding and business finance Content area 7: The impact of the external environment on business and enterprise	***GCSE EXAMs***	

KS4 Big Picture – NCFE Business & Enterprise

Content area 8: Business and enterprise planning		