



Year 9, 10 & 11 - KS4

ENTERPRISE

BTEC Level 2 First Award in Business (NQF) equivalent to 1 GCSE

There are a number of units that students cover on a variety of topics. There are both mandatory and optional units that students will need to complete to show fully rounded knowledge and understanding of the subject. Mandatory topics are:

Unit 1: Enterprise in the Business World – This unit introduces you to the language and terminology used in business. It explores what businesses do, trends that affect them, how they operate and the factors that influence their success. You will explore different types of business ownership and how these relate to the size and scale of a business, as well as how the type of ownership impacts on the responsibilities of the owners of a business. Combined with looking at types of business model, you can begin to understand how diverse the world of business is.

Unit 2: Finance for Business – You will explore the types of costs that businesses incur, from the initial start-up costs involved in setting up a business to the ongoing daily costs of running the business. You will then explore the ways in which the sale of products and services generates revenue, so that you can develop your understanding of profit.

The optional units are more varied in content with titles including: Recruitment, Selection and Employment, Promoting and Branding and Principles of Customer Service. Currently the optional topics being studied are:

Unit 4: Principles of Customer Service – This unit develops and broadens your understanding of customer service in different businesses. You will develop your knowledge and understanding of customer needs and expectations and be given the opportunity to examine a wide range of different types of internal and external customers. It is also important to understand how businesses set internal policies and procedures to ensure that staff maintain customer service standards.

Unit 8: Recruitment, Selection and Employment – You will be introduced to the variety of job roles that exist within businesses and the various functions that are performed by individual roles, as well as the types of organisational structures used in businesses.

Assessment: 3 internally assessed units of work, 1 externally assessed examination (unit 2). Internal assessment is externally moderated to ensure accuracy of marking.

Further information about the course is available at www.edexcel.org.uk.