

Department Curriculum Map



Department	NCFE Level 1/2 Technical Award in Business and Enterprise
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This qualification shows learners how to:

- understand entrepreneurial characteristics and business aims and objectives
- legal structures, organisational structures and stakeholder engagement
- understand the marketing mix, market research, market types and orientation types
- understand operations management
- understand internal and external influences on business
- understand research, resource planning and growth for business
- understand human resource requirements for a business start-up
- understand sources of enterprise funding and business finance
- understand business and enterprise planning.

Learners will develop skills and knowledge:

- in adapting their own ideas and responding to feedback
- in evaluating their own work
- analysing data and making decisions that are essential for the business and enterprise sector, such
- as evaluation skills; responding to data; independent working; working to deadlines; efficient use of
- resources.

The knowledge and skills gained will provide a secure foundation for careers in the business and enterprise sector.

Year	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2	Secured
10 Skills Covered	Entrepreneurship	Marketing	HR & Operations	Growth and Finance	External Environment	Business Plan	LO1 – Understand entrepreneurship, business organisation and the importance of stakeholder LO2 – Understand the marketing mix, market research, market types and orientation types LO3 – Understand operations management LO4 – Understand customer service and internal influences on business
Theme/ Focus/ Content	1.1.1 Being an Entrepreneur 1.1.2 Entrepreneurial Motivators 1.1.3 Entrepreneurial Skills and Attributes 1.2.1 Reasons for Aims and Objectives 1.2.2 Financial Aims and Objectives 1.2.3 Non-Financial Aims and Objectives 1.3.1 Legal Structures 1.3.2 Structural Characteristics 1.3.3 Restructuring 1.4 Stakeholder Engagement	2.1.1 Aspects of the Market 2.2.1-2 Primary & Secondary Research 2.2.3-5 Data, Market and Orientation Types 2.3.1 Price 2.3.2 Place 2.3.3.a Promotion: Methods 2.3.3.b Promotion: Influential Factors and Promotional Objectives 2.3.4 Product 2.3.5 Product Lifecycle & Extension Strategies	3.1.1 Methods of Recruitment 3.1.2 Stages of Recruitment 3.1.3 Type of Employment Contracts 3.2.1 Methods of Staff Development and Monitoring 3.3.1 Financial methods of motivation 3.3.2 Non-financial methods of motivation 3.3.3 Motivation Theories 4.1.1 Outsourcing	5.1.1 Internal Growth 5.1.2 External Growth 5.1.3 Efficiencies and Costs of Business and Enterprise Expansion 5.1.4 Challenges of Growth 6.1.1 Funding Types 6.2.1 Financial terms and calculations 6.2.2 Costs, Liabilities and Assets 6.2.3 Break-Even Chart	The impact of the external environment 7.1 Taxation 7.1.1 Economics 7.1.1 Social influences 7.1.1 Technological influences 7.1.1 Legislation - 7.1.1 Environmental influences and competitive environment 7.1.1 Case study 7.1	Purposes of business and enterprise planning (8.1.1) Executive Summary (8.1.2) Business Plan – Research (8.1.2) Business Plan - Market Analysis (8.1.2)	

		2.3.6 Product Development and Innovation 2.3.7 Boston Matrix 2.3.8 Branding	4.1.2 Lean production 4.1.3 Maintaining and improving quality 4.1.4 Production methods 4.1.5 Customer Service				
11 Skills Covered	Revision of Unit 1 in preparation for external exam in November	Why plan, what is the purposed of creating a business plan, what are the benefits, what should be included.	Synoptic project completion Students have a minimum of 21 hours to complete their project based on a given brief	Synoptic project completion Students have a minimum of 21 hours to complete their project based on a given brief	Synoptic project completion Students have a minimum of 21 hours to complete their project based on a given brief		LO1 – Understand research, resource planning, growth and development for business and enterprise LO2 – Understanding human resource requirements for a business start-up
Theme/ Focus/ Content	LO1 – Understand entrepreneurship, business organisation and the importance of stakeholders LO2 – Understand the	Unit 02 LO4 – Understand business and enterprise planning	Unit 02 Synoptic project completion	Unit 02 Synoptic project completion	Unit 02 Synoptic project completion		LO3 – Understand sources of enterprise funding and business finance LO4 – Understand

	marketing mix, market research, market types and orientation types LO3 – Understand operations management LO4 – Understand customer service and internal influences on business LO5 – Understand external influences on business						business and enterprise planning