

## Business Studies

Within the business department our aim is to encourage each pupil to nurture his or her business and enterprise skills, whilst appreciating the social and economic contexts within which firms operate.

### Year 9 and 10

Cambridge Nationals Enterprise and Marketing Level 1/2 Certificate - J819

This qualification is for learners devised to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will engage the students and prepare them for the world of business. Learners will:

- Develop essential knowledge and understanding of enterprise and marketing concepts,
- Develop an understanding for the main activities that will need to happen to support a start-up business, and what the key factors are to consider when starting up a business.
- Develop the skills to design a business proposal to meet a specific business challenge. They will identify a customer profile for a specific product, complete market research to generate product design ideas, and use financial calculations to propose a pricing strategy and determine the viability of their product proposal.
- Develop the skills to create a brand identity and promotional plan for their specific business product proposal developed in the second topic. They will develop pitching skills in order to pitch their business proposal to an external audience. Finally, they will review their pitching skills and business proposal using their learning, self-assessment and feedback gathered.

All learners will study three mandatory topics as follows:

- Enterprise and marketing concepts
- Design a business proposal
- Market and pitch a business proposal

### Year 11

BTEC First in Business