

Gunnersbury Catholic School

Business Studies Year 11 Tech Award Enterprise Learning Journey



Curriculum intent: The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities.

Third Level
Education/
Working
World

Analyse - Analysis requires you to consider in-depth elements of a concept or theory, and presenting arguments for and against using examples and evidence to support your points.

Discuss - If you are asked to discuss or argue something, then you should examine an issue in detail by addressing a range of key ideas and reasons for and against the issue. You should arrive at a conclusion, having presented a reasoned case.

Explain Give details of benefit/ impact/ method and then linked strands of development. Non-context.

Outline - Provide benefit/ impact/ method with one linked strand of development. Written in context.

Component 3 Revision for Resit

Calculate

No marks for formula. Formula are not given; you must learn them.
If a decimal answer, round to 2 decimal places if needed.

Justify- You will be given two choices/options. To access top marks your answer must be balanced, have application and a conclusion. Use business context and linked strands of development.
1st paragraph: give a judgement e.g. advantages and reasons why.
2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and reasons why.
3rd paragraph: conclusion but... it depends on...

Year 11 Progress reports



C1 Reviewing plan and personal performance, reflecting on feedback gathered from others



C1 Using feedback and review to identify possible changes to the pitch

Component 2 – Learning Aim C

C1 Recommending improvements



B1 presenting key elements of a business plan logically

C1 Receive feedback from audience



B2 Presenting a business pitch

Year 11 Progress reports

B2 Communication skills

B3 body language, gestures and eye contact

Component 2 - Learning Aim B

A2 Resources required

A2 Risk assessment, and contingency plans

B1 Pitching a micro-enterprise activity

Year 11 Full reports

B2 Presentation skills

B2 professional behaviour and conduct of presenter

A2 Identifying the target market

A2 Methods of communication with the customer



A2 Aims of the micro-enterprise

Year 11 Full reports

A1 How business ideas are generated



Component 2 – Learning Aim A

A2 Product or service to be sold.



A2 Plan for a micro-enterprise activity



A1 Skills audit



A1 Generating ideas for a micro-enterprise activity

'Aim for the highest'