

## Subject - KS4

## Subject - NCFE Business

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p><b>Content Area 01:</b></p> <p>This content area focuses on entrepreneurship, business organisation and stakeholders.</p> <p>You will learn about:</p> <p>Entrepreneurship Business and enterprise aims and objectives The various aims and objectives Structures Stakeholders</p>	<p><b>Content Area 02:</b></p> <p>This content area focuses on the marketing that a business enterprise will need to implement if it is to be successful.</p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• The market</li> <li>• Market research</li> <li>• Marketing mix – The 4 Ps of marketing</li> </ul>	<p><b>Content Area 03:</b></p> <p><i>This content area focuses on the human resource requirements for business and enterprise.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• Human resources</li> <li>• Staff development and monitoring</li> <li>• Motivation – How various activities within the business motivate staff to work hard, including financial or non-financial motivational methods.</li> </ul>	<p><b>Content Area 04:</b></p> <p><i>This content area focuses on the various factors that influence the operations management decisions a business makes.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• Outsourcing tasks to another business</li> <li>• The four main reasons for a business to outsource work: quality, cost, speed and flexibility.</li> <li>• The various lean production methods include methods of lean production: just-in-time production, cell production and kaizen.</li> <li>• Maintaining and improving quality.</li> <li>• Production methods</li> <li>• The different ways that a business can produce products</li> </ul>	<p><b>Content Area 05:</b></p> <p><i>This content area focuses on the business and enterprise growth that an enterprise will need to understand if it wants to continue to grow in the future.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• Internal and external growth</li> <li>• Economies and diseconomies of scale</li> <li>• The challenges of growth</li> </ul>	<p><b>Content Area 06:</b></p> <p><i>This content area focuses on how a business enterprise can gain its funding using a range of different methods.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• Business and enterprise funding</li> <li>• Financial terms, documents and tools</li> <li>• The relevance of these important calculations to the planning and monitoring of financial information for business enterprises.</li> </ul>

				including job, batch, flow production and mass customisation. • Customer service		
Year 11	<p><b>Content Area 07:</b></p> <p><i>This content area focuses on how a business can be impacted by the external environment.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• The impact of the external environment</li> </ul>	<p><b>Content Area 08:</b></p> <p><i>This content area focuses on how a business and enterprise activity can plan for the future.</i></p> <p>You will learn about:</p> <ul style="list-style-type: none"> <li>• The purposes and benefits of planning</li> <li>• The benefits to the business of planning, both in the short term and long term.</li> <li>• The sections of a business plan</li> <li>• The various areas that are included within a business plan</li> </ul> <p>Introduction to the Synoptic Project worth 60%</p>	SYNOPTIC PROJECT	SYNOPTIC PROJECT	REVISION	Official Examinations