



COURSE OUTLINE

Subject: Level 2 NCFE V-Cert in Business and Enterprise	
Term	Main Assessment task
Autumn 1	
<p><u>Unit 1- Introduction to Business and Enterprise</u></p> <ul style="list-style-type: none"> • Business types • Local business • Skills and Characteristics of an entrepreneur • Risks and Rewards in Business • Planning a Business project • Expanding a Business • Setting Business Aims and Objectives • Changing Business Aims and Objectives • Choosing the Location of the Business <p>This unit will be support with an out and about trip where learners get an insight of businesses in the local community.</p>	<ul style="list-style-type: none"> • This unit will be assessed via coursework • Research task- Investigate entrepreneurs and their skills and characteristics, out-and-about trip interview questions to research skills and characteristics of entrepreneurs and researching target markets of entrepreneurs in the local community • End of unit test
Autumn 2	
<p><u>Unit 2- Marketing for Business and Enterprise</u></p> <ul style="list-style-type: none"> • Market Research • Marketing Mix • Customer Service • Customer Protection <p>This unit will be supported with an Out-And-About Trip to enable research on Marketing practices by local businesses.</p>	<ul style="list-style-type: none"> • This unit will be assessed via examination • End of Unit Test/Mock Examination • Classroom based activities- Creating Questionnaires and conducting Market Research to benefit learners. • Mini Test- Investigation of Marketing activities to answer “What are the Four P’s (Marketing Mix) for Coca Cola and Ashvin convenience stores and how has this benefitted these businesses. • Customer Service and Customer needs activity- Two part question and answer session- “Think of a time you were given bad face-to-face customer service- How did this make you feel?” and “What do you look for as a customer?” How does this help you to give good customer service?
Spring 1	
<p><u>Unit 3: Finance for Business and Enterprise</u></p> <ul style="list-style-type: none"> • Introduction to Finance and Financial Terminology • Finance and Support for a Small Business • Using Cash Flow Statements • Sources of Finance for Large Businesses <p>This unit will be supported by an “Out-And-About Trip”- Learners will research sources of funding used directly from local entrepreneurs</p>	<ul style="list-style-type: none"> • This unit will be assessed via coursework • End of Unit Test • Case Study Question- “Identify and justify three suitable sources of funding for a business/enterprise”.

Spring 2	
<p>Unit 4: Planning your own business</p> <p>This unit involves participating in a business project, creating a budget and financial plan, taking part in Market Research and marketing activities.</p>	<ul style="list-style-type: none"> This unit will be assessed via coursework
Summer 1	
Exam Preparation	Revision for Marketing for Business and Enterprise Unit
Summer 2	
Exam Preparation	

Course Description for Level 2 NCFE V-Cert in Business and Enterprise

Description
<p>The Level 2 V-Cert in Business and Enterprise provides learners with an invaluable range of skills and knowledge which prepares them for life in corporations or entrepreneurship.</p> <p>Within the programme, there are a broad range of topics covered which include;</p> <p>Introduction to Business and Enterprise- This is where the learner will gain insight into the foundations of Business. Within this, learners will learn about various types of Business, skills and characteristics of successful entrepreneurs, risks and rewards, target markets and Business planning. Prior to undertaking this unit, the vast majority of learners have minimal exposure to Business within education. Therefore, this module is essential to providing insight into Business theories, terminology and a basic level of subject knowledge. This unit will be supported by a trip in the local community where they will conduct research on various local businesses.</p> <p>Marketing- This is the only exam based unit throughout the two year course. Within this, learners will Understand Marketing and it's purpose, understand target markets in depth and relate this to an existing business, learn about "the Marketing Mix", learn about specific promotional tools (i.e. Social Media) and learners will be encouraged to use higher order thinking skills (evaluation and judgement to see the effectiveness of different Marketing methods).</p> <p>Finance- In this topic, learners will learn about sources of funding, financial planning, documents, tools and concepts. Learners will learn the importance of financial security, and how to safeguard against dangers.</p> <p>Planning your own Business- Learners are able to apply theoretical knowledge gained throughout previous topics and apply this to their own mini Business project (Marketing and Promotion and Financial Management). They are encouraged to use business savvy and research to create and fine-tune their business idea and provide products and services which satisfies customer needs.</p>
Assessment
<p>Introduction to Business and Enterprise- Portfolio Based Unit (Coursework) - Unit is worth 25% of total grade.</p> <p>Marketing- Examination based Unit. Exam will take place in June- Unit is worth 25% of total grade.</p> <p>Finance for Business and Enterprise- Portfolio Based Unit (Coursework) - Unit is worth 25% of total grade.</p> <p>Plan your own Business- Portfolio Based Unit (Coursework) - Unit is worth 25% of total grade.</p> <p>Grading- Distinction Star(D*), Distinction(D), Merit(M) and Pass (P)</p> <p>Examination Board- NCFE</p>



Out of class learning including home-learning

Homework will be set on a frequent basis as a continuation from in-class work or to encourage wider thinking in follow up topics. Spelling, grammar and punctuation will be assessed accordingly and tasks given will embed functional skills to facilitate learning.

How parents can help

- Ensure that children are equipped and prepared for in-class learning.
- Ensure that learners engage in homework tasks as appropriate.
- Openly communicate with the school as necessary regarding pupil progress.