| **Faculty** | Social Sciences | **Subject** | NCFE Business | winch_logo_col |
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| **Programme** | NCFE Business Level 1/2 | **Year** | 10&11 |
| **Brief Synopsis** | NCFE Business is appropriate for learners who are looking to develop a significant core of knowledge and understanding in business and enterprise and how to apply their learning. This qualification has been designed to sit alongside the requirements of core GCSE subjects and is appropriate for learners who are motivated and challenged by learning through hands-on experiences and through content which is concrete and directly related to those experiences. It is distinct from GCSE Business Studies, as it encourages the learner to use knowledge and practical enterprise tools to prepare them for business. They will develop significant personal and vocational business skills that can be transferred to further study or employment. The study of business and enterprise involves understanding key business and enterprise areas such as, legal structures, marketing, market research, operations management, resource planning, human resources, funding, finance and business and enterprise planning. The qualification focuses on an applied study of the business and enterprise sector and learners will gain a broad understanding and knowledge of working in the sector.This Level 1/2 qualification is appropriate for learners who are looking to develop a significant core of knowledge and understanding and know how to apply these needed qualities to the business and enterprise sector. |
| **Expected Outcomes**  | Throughout the course, you will study eight different content areas as part of the qualification.This course provides complete coverage of each content area in the specification:Content area 1: Entrepreneurship, business organisation and stakeholdersContent area 2: Market research, market types and orientation and marketing mixContent area 3: Human resource requirements for business and enterpriseContent area 4: Operations managementContent area 5: Business growthContent area 6: Sources of enterprise funding and business financeContent area 7: The impact of the external environment on business and enterpriseContent area 8: Business and enterprise planningYou must study all of these content areas to successfully pass your exam and also refer to and use in your synoptic project. |
| **Programme Overview** |
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| ***Topic/Content Area 01:* This content area focuses on entrepreneurship,****business organisation and stakeholders.**

| **You will learn about:*** **Entrepreneurship — What it takes to be an entrepreneur, detailing the motivators and the skills and attributes that are needed in order for an entrepreneur to be successful.**
* **Business and enterprise aims and objectives —**
* **The various aims and objectives that will be set when starting a business, including both financial and non-financial aims and objectives.**
* **Structures — The different types of legal structure that can be formed when starting**
* **a business enterprise and the different characteristics of these structures.**
* **Stakeholders — The various individuals or groups that will have some interest in the business, the benefits of the interaction between these stakeholders and the impacts of any conflicts on the business.**
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***Topic/Content Area 02:*** **This content area focuses on the marketing that a business enterprise will need to implement if it is to be successful.****You will learn about:*** **The market — How a business enterprise understands its area of business, its customers and its competitors.**
* **Market research — The various methods that a business can use in order to research the market and how this information can be evaluated so that it can be used in the most effective way.**
* **Marketing mix — The 4 Ps of marketing,**
* **which are product, price, place and promotion. It is important that you understand each of the different elements, how they interact and how they are all important for a business that wants to gain a competitive advantage.**

***Topic/Content Area 03:******This content area focuses on the human resource requirements for business and enterprise.*****You will learn about:*** **Human resources — The methods of recruitment that businesses use, the various stages of the recruitment process and the types of employment contracts that can be issued.**
* **Staff development and monitoring — The various ways of developing staff and monitoring their work activities to ensure that they meet the demands of the business.**
* **Motivation — How various activities within the business motivate staff to work hard, including financial or non-financial motivational methods.**
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 |  | ***Topic/Content Area 04:******This content area focuses on the various factors that influence the operations management decisions a business makes.*****You will learn about:*** **Outsourcing tasks to another business**
* **The four main reasons for a business to outsource work: quality, cost, speed and flexibility.**
* **The various lean production methods — The different methods of lean production: just-in-time production, cell production and kaizen.**
* **Maintaining and improving quality — The difference between quality control and quality assurance.**
* **Production methods —**
* **The different ways that a business can produce products including job, batch, flow production and mass customisation.**
* **Customer service — The importance of good customer service and how this is measured by a business to benefit both it and its customers.**

***Topic/Content Area 05:******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.*****You will learn about:*** **Internal and external growth — The differences between internal and external growth and the various ways in which these can occur.**
* **Economies and diseconomies of scale — How economies and diseconomies of scale can affect a business and their impacts.**
* **The challenges of growth — The challenges that must be considered whenever a business grows and the costs to a business of expansion.**

***Topic/Content Area 06:******This content area focuses on how a business******enterprise can gain its funding using a range of******different methods.*** **You will learn about:*** **Business and enterprise funding — The various short-term and long-term funding types that businesses can access and the appropriateness of these for different legal structures.**
* **Financial terms, documents and tools —The different financial terms and how to calculate various financial formulae and documents.**
* **The relevance of these important calculations to the planning and monitoring of financial information for business enterprises.**

***Topic/Content Area 07:******This content area focuses on how a business can be impacted by the external environment.*** **You will learn about:*** **The impact of the external environment — How external decisions impact on the business, including taxation, economics, legislation, technology, social aspects such as fashion and trends, the environment and competitors to the business.**

***Topic/Content Area 08:******This content area focuses on how a business and******enterprise activity can plan for the future.*** **You will learn about:*** **The purposes and benefits of planning**
* **The benefits to the business of planning, both in the short term and long term.**
* **The sections of a business plan**
* **The various areas that are included within a business plan: an executive summary; research required; market analysis; marketing, people and operations; the financial plan.**
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| **Assessment**  |  **Internal Assessment**

| **Externally set** **written examination** **Externally marked**  | **40%** of the technical award Written examination: * 80 marks
* 1 hour 30 minutes
* a mixture of multiple-choice, short-answer and extended-response questions.

The written examination will assess the students’ knowledge and understanding of content from component area 1 to component area 8. |
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| **External examination availability**  | The examination takes place at the end of year 11.**External Assessment** |
| **Externally set** **synoptic project** **Internally graded** **Externally quality assured**  | **60%** of the technical award The completion time for the Synoptic Project is **21 hours** of supervised time. The synoptic project will assess the learner’s ability to effectively draw together their knowledge, understanding and skills from across the whole vocational area between area 1 to area 8. The synoptic project will be externally set by NCFE, internally graded by the centre and externally quality assured by NCFE.  |
| **Internal synoptic project availability**  | The student will undertake the synoptic project assessment once **all teaching content** from area 1 to area 8 has been delivered. This is to ensure that students are in a position to complete the synoptic project successfully. A different synoptic project brief will be released every academic year.  |

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| **Links** | * Revision Ninja(Free Area)
* Tutor2u: [www.tutor2u.com](http://www.tutor2u.com)
* www.bizkids.com/business-resources
* www.beebusinessbee.co.uk/index.php/business-topics
* www.princes-trust.org.uk/help-for-young-people/tools-resources/business-tools/business-plans

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