



Huntcliff Curriculum Intent: BTEC Enterprise

Businesses need enterprising employees to drive their organisations forward, to have ideas and initiatives to instigate growth, and to ensure that businesses survive in this fast-changing world. Enterprise is a key government focus and is set to form an important part of the UK's global economic status, both now and in the future. Enterprise skills provide a fantastic progression pathway into a number of roles in an organisation and are transferable into all businesses. Study of this sector at Key Stage 4 will complement GCSE study through providing an opportunity for practical application alongside conceptual study. There are also strong opportunities for post-16 progression in this sector.

<p style="text-align: center;">Respect and Attitude</p> <p style="text-align: center;"><i>'How is this helping me understand the world around me and respect other Cultures?'</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	<p>Enterprise will give awareness of different businesses and entrepreneurs from different cultures, ethnicities and what makes them all successful. The research they will do will allow students to look at different target audience of the businesses such as demographic, location, income, age, race, religion, gender etc and will fully appreciate and develop their own business to suit customer needs. They will look at the impact of large and small businesses in different communities and cultures and will look at sustainable businesses to encourage 'Greener' thinking. The curriculum will not only cover key content of business theory and finance but will allow students to consider the health, social, moral and ethical issues surrounding decisions make and the impact on others.</p>
<p style="text-align: center;">Mindset and Perseverance</p> <p style="text-align: center;"><i>'How is this helping me understand my emotions, my body and my actions?'</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	<p>Students will take on internal and external assessments which will challenge them and help develop their self awareness and confidence. Students will study and research different entrepreneurs and businesses ready to develop their own micro enterprise. They will research, plan, develop and present their business pitches as one of their assessments. This will require then to develop their skills in self-management, self reflection, communication and leadership, reviewing their areas for development and their strengths. The reoccurring themes will allow students to develop their knowledge for them to be able to succeed across all components as they move through the course.</p>
<p style="text-align: center;">Ambition and Readiness</p> <p style="text-align: center;"><i>'How is this preparing me for the next stage in my life?'</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	<p>Students will have the opportunity to develop skills and knowledge throughout the 3 components of the course. They will have the opportunity to engage with Post 16 & 18 visits and talk with employers within the business sector. Students studying Enterprise will take part in activities such as creating a Micro Enterprise, will develop their leadership, planning, communication, problem and self-reflection skills. They will gain knowledge in various different sectors that can help prepare students for taking Business at Post 16 or 18, whilst providing them with transferrable skills that can be used in their wider life.</p>