

## Key Stage 5 Curriculum Map - Level 2 Business Enterprise and Customer Service

		AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1
Year 12	Topic/ themes/ skills covered	<p><b>Unit 1 - The business enterprise environment</b></p> <ul style="list-style-type: none"> <li>● ownerships, liability and size</li> <li>● purpose, sectors and scope</li> <li>● stakeholders and their influence</li> <li>● the operational environment</li> <li>● legal framework</li> <li>● enterprise and entrepreneurship</li> <li>● benefits and risk associated with enterprise and entrepreneurship</li> <li>● skills required to be a successful entrepreneur.</li> </ul> <p><b>Principles of Customer Service</b></p> <ul style="list-style-type: none"> <li>● understand the principles of customer service</li> <li>● know how to identify a customer's needs and expectations</li> <li>● know how to communicate effectively with customers</li> <li>● understand actions to be taken where a customer's needs and expectations are not met.</li> </ul>	<p><b>Unit 1 - The business enterprise environment</b></p> <ul style="list-style-type: none"> <li>● the suitability of a business idea</li> <li>● sources of advice and finance</li> <li>● finance and success of a business idea.</li> </ul> <p><b>Unit 2 - Researching a concept for a new or revised product or service</b></p> <ul style="list-style-type: none"> <li>● enterprise ideas</li> <li>● features of successful enterprise ideas</li> <li>● types of enterprise</li> <li>● enterprise skills</li> <li>● the risks of lack of enterprise.</li> </ul>	<p><b>Unit 2 - Researching a concept for a new or revised product or service</b></p> <ul style="list-style-type: none"> <li>● creativity techniques</li> <li>● refining enterprise ideas</li> <li>● develop research based on the four p's</li> <li>● market research methods</li> <li>● data presentation and interpretation.</li> </ul> <p><b>Unit 3 - Promoting and Financing an enterprise idea</b></p> <ul style="list-style-type: none"> <li>● promotional methods, including digital and online media resources</li> <li>● strengths weaknesses of different promotional methods in relation to the enterprise idea</li> <li>● developing an idea for test/field marketing</li> <li>● developing strategies for promotional campaign</li> <li>● planning a costed promotional campaign.</li> </ul>	<p><b>Unit 3 - Promoting and financing an enterprise idea</b></p> <ul style="list-style-type: none"> <li>● financial plan</li> <li>● the supply chain for the enterprise idea.</li> </ul> <p><b>Unit 4 - Planning and pitching an enterprise idea</b></p> <ul style="list-style-type: none"> <li>● structure and format of a business plan</li> <li>● contents and presentation of a business plan</li> <li>● features of a business pitch</li> <li>● presentational skills used in a business pitch.</li> </ul>	<p><b>Unit 4 - Planning and pitching an enterprise idea</b></p> <ul style="list-style-type: none"> <li>● using feedback and review to identify changes in a business plan.</li> </ul> <p><b>Intervention Unit 1 Resit Revision</b></p>
	Assess	Principles of customer service - Multiple choice exam	Unit 1 Mock Exam Unit 1 Exam Unit 2 Assignment 1	Unit 2 - Assignment 2 Unit 3 - Assignment 1	Unit 3 - Assignment 2 Unit 4 - Assignment 1	Unit 4 - Assignment 2 Resit - Unit 1