



Blue Coat Church of England Academy

Year: 9

Subject: Business Studies

Introduction to Business and Enterprise

Throughout this taster course students will be introduced to Business and Enterprise. They will learn about all of the elements of creating and starting a business. We cover the different types of business ownership and which is the most suitable and why for their chosen business.

Students will learn about the 4 P's of business – product, price, place and promotion. They will conduct their own market research to identify a gap in the market and design their own product, identifying the pricing strategy that they could use and developing their own marketing campaign. Students will learn about the different types of aims and objectives that a business will set and how this will help the business to grow and develop. They will learn how to set SMART objectives. These will be incorporated into their business plans.

Students will learn how to create the different financial documents, considering the budgets for a business, how these influence the cash flow and calculate the breakeven point.

This culminates in the students creating their own business plan for their business and producing a pitch for potential investors.

The aim of this course is to develop the students' understanding of Business and Enterprise through the experience of creating their own potential Business Enterprise.

Information

This course is designed as an introductory course to studying Business and Enterprise and is ideal for any student who wants a good understanding of how businesses work, is intending to study any business subject in the future and wishes to understand how to make a success of their future career in business.

Students will develop a broad understanding of the range of activities businesses undertake to compete and be successful in the global economy. Key to the course is understanding and developing the skills that an entrepreneur needs to be successful in business with activities being undertaken to improve students' teamwork, leadership, communication, presentation, thinking and risk-taking skills.