



# Synoptic connections

**NCFE Level 1/2 Technical Award in Business  
and Enterprise  
QN: 603/7004/X**

## Synoptic connections

Synoptic assessment requires learners to combine elements of their learning and show accumulated knowledge and understanding across the qualification content. It enables learners to evidence their capability to integrate and apply knowledge, understanding and skills gained with breadth and depth in context.

It is therefore essential when planning for teaching and throughout delivery that the interdependencies and links build across the content of the qualification and are highlighted and reinforced.

The qualification comprises 8 mandatory content areas. All content is mandatory and must be taught.

The teaching content does not have to be delivered in a linear way; content areas are interdependent in knowledge, skills and concepts.

Teachers may take a synoptic approach across the qualification. This will enable learners to be able to apply theories and concepts from across the qualification specification in context to skills-based situations. Through combining content and developing holistic connections, learners will be able to demonstrate and evidence their full knowledge and understanding of the subject area and the business and enterprise industry.

Learners will have the opportunity to identify relevant study skills and reflect upon their preferred learning style throughout the qualification.

### **Content area 1: Entrepreneurship, business organisation and stakeholders**

#### **Content area 1.1: Entrepreneurship**

The content supports learners in understanding what an entrepreneur does, how they are motivated, the risks and considerations associated with being an entrepreneur and the attributes of an entrepreneur in business and enterprise.

Content areas that link synoptically to content area 1.1 include:

2. Market research, market types and orientation and marketing mix:

- 2.1 The market
- 2.2 Market research
- 2.3 Marketing mix

3. Human resource requirements for business and enterprise:

- 3.1 Human resources
- 3.2 Staff development, monitoring

4. Operations management:

- 4.1 Operations management

5. Business growth:

- 5.1 Business and enterprise growth

6. Sources of enterprise funding and business finance:

- 6.1 Business and enterprise funding

- 6.2 Financial terms, documents and tools

7. The impact of the external environment on business and enterprise:

- 7.1 The impact of the external environment

8. Business and enterprise planning:

- 8.1 Business and enterprise planning

### **Content area 1.2: Business and enterprise aims and objectives**

The content supports learners in understanding both the non-financial and financial aims and objectives that a business may have, and the reasons for these.

Content areas that link synoptically to content area 1.2 include:

2. Market research, market types and orientation and marketing mix:

- 2.1 The market
- 2.2 Market research
- 2.3 Marketing mix

4. Operations management:

- 4.1 Operations management

5. Business growth:

- 5.1 Business and enterprise growth

6. Sources of funding and business finance:

- 6.1 Business and enterprise funding
- 6.2 Financial terms, documents and tools

7. The impact of the external environment on business and enterprise:

- 7.1 The impact of the external environment

8. Business and enterprise planning:

- 8.1 Business and enterprise planning

### **Content area 1.3: Structures**

The content supports learners to understand the defining features and sources of finance available to businesses with different legal structures. They will also understand the impact on business and enterprise of different structural characteristics and the impacts of changes in structure such as delayering.

Content areas that link synoptically to content area 1.3 include:

3. Human resource requirements for business and enterprise:

- 3.1 Human resources

4. Operations management:

- 4.1 Operations management

- 5. Business growth:
  - 5.1 Business and enterprise growth
- 6. Sources of funding and business finance:
  - 6.1 Business and enterprise funding

**Content area 1.4: Stakeholders**

The content supports learners to understand the aims and objectives of both internal and external stakeholders and to understand the benefits of engaging with stakeholders.

Content areas that link synoptically to content area 1.4 include:

- 2. Market research, market types and orientation and marketing mix:
  - 2.1 The market
  - 2.2 Market research
  - 2.3 Marketing mix
- 3. Human resource requirements for business and enterprise:
  - 3.2 Staff development and monitoring
  - 3.3 Motivation
- 5. Business growth:
  - 5.1 Business and enterprise growth
- 6. Sources of funding and business finance:
  - 6.1 Business and enterprise funding
- 7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment
- 8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

## **Content area 2: Market research, market types and orientation and marketing mix**

### **Content area 2.1: The market**

The content supports learners in understanding the target market and competitive environment in business and enterprise and to understand demand.

Content areas that link synoptically to content area 2.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders
7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment
8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

### **Content area 2.2: Market research**

The content will support the learner to understand market research in terms of primary and secondary market research, data types, market types and business orientation types.

Content areas that link synoptically to content area 2.2 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders
7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment
8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

### **Content area 2.3: Marketing mix**

The content will support the learner to understand the marketing mix in terms of price, place, promotion and product. They will also understand the product lifecycle, the reasons that product development and innovation are important and how the Boston Matrix is applied to business and enterprise

Content areas that link synoptically to content area 2.3 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders

7. The impact of the external environment on business and enterprise:

- 7.1 The impact of the external environment

8. Business and enterprise planning:

- 8.1 Business and enterprise planning

### **Content area 3: Human resource requirements for business and enterprise**

#### **Content area 3.1: Human resources**

The content will support the learner to understand the costs and characteristics of internal and external methods of recruitment and the different stages of recruitment. They will also understand the different types of contract and how these affect business and enterprise flexibility, efficiency and costs.

Content areas that link synoptically to content area 3.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.3 Structures
4. Operations management:
  - 4.1 Operations management
5. Business growth:
  - 5.1 Business and enterprise growth
6. Sources of enterprise funding and business finance:
  - 6.2 Financial terms, documents and tools
7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment

#### **Content area 3.2: Staff development and monitoring**

The content will support the learner to understand staff development and monitoring methods and how these affect employees and business and enterprise costs, efficiency and flexibility.

Content areas that link synoptically to content area 3.2 include:

- 1 Entrepreneurship, business organisation and stakeholders:
  - 1.4 Stakeholders
- 4 Operations management:
  - 4.1 Operations management
- 8 Business and enterprise planning:
  - 8.1 Business and enterprise planning

**Content area 3.3: Motivation**

The content will support the learner to understand financial and non-financial methods of staff motivation, their characteristics, their application and their impact on employee motivation and the business.

Content areas that link synoptically to content area 3.3 include:

1. Entrepreneurship, business organisation and stakeholders:

- 1.4 Stakeholders

4. Operations management:

- 4.1 Operations management

8. Business and enterprise planning:

- 8.1 Business and enterprise planning



**Content area 4: Operations management****Content area 4.1: Operations management**

The content will support the learner to understand the factors that influence the decision to outsource and the methods of lean production and their impact on business and enterprise. They will also understand methods of maintaining and improving quality, production methods, how customer service is measured and the reasons for delivering good customer service.

Content areas that link synoptically to content area 4.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders
2. Market research, market types and orientation and marketing mix:
  - 2.1 The market
5. Business growth:
  - 5.1 Business and enterprise growth
6. Sources of funding and business finance:
  - 6.2 Financial terms, documents and tools
7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment

**Content area 5: Business growth****Content area 5.1: Business and enterprise growth**

The content will support the learner in understanding methods of internal and external growth. They will also understand economies and diseconomies of scale and the challenges of growth and how they apply in business and enterprise.

Content areas that link synoptically to content area 5.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders
3. Human resource requirements for business and enterprise:
  - 3.1 Human resources
4. Operations management:
  - 4.1 Operations management
6. Sources of funding and business finance:
  - 6.1 Business and enterprise funding
  - 6.2 Financial terms, documents and tools
7. The impact of the external environment on business and enterprise:
  - 7.1 The impact of the external environment
8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

**Content area 6: Sources of enterprise funding and business finance****Content area 6.1: Business and enterprise funding**

The content will support the learner to understand both short- and long-term funding for business and enterprise.

Content areas that link synoptically to content area 6.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.4 Stakeholders
5. Business growth:
  - 5.1 Business and enterprise growth
8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

**Content area 6.2: Financial terms, documents and tools**

The content will support the learner to understand financial terms and how to calculate them, business enterprise costs, liabilities and assets, the use of financial tools and documents, ratio analysis and cash flow management.

Content areas that link synoptically to content area 6.2 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.3 Structures
  - 1.4 Stakeholders
4. Operations management:
  - 4.1 Operations Management
5. Business growth:
  - 5.1 Business and enterprise growth
8. Business and enterprise planning:
  - 8.1 Business and enterprise planning

**Content area 7: The impact of the external environment on business and enterprise****Content area 7.1: The impact of the external environment**

The content will support the learner to understand the external influences that affect business and enterprise.

Content areas that link synoptically to content area 7.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.4 Stakeholders
2. Market research, market types and orientation and marketing mix:
  - 2.1 The market
  - 2.3 Marketing mix
5. Business growth:
  - 5.1 Business and enterprise growth

**Content area 8: Business and enterprise planning****Content area 8.1: Business and enterprise planning**

The content will support the learner to understand the purpose and benefits of business and enterprise planning and the sections of a business plan.

Content areas that link synoptically to content area 8.1 include:

1. Entrepreneurship, business organisation and stakeholders:
  - 1.2 Business and enterprise aims and objectives
  - 1.3 Structures
  - 1.4 Stakeholders
2. Market research, market types and orientation and marketing mix:
  - 2.1 The market
  - 2.2 Market research
  - 2.3 Marketing mix
4. Operations management:
  - 4.1 Operations management
3. Human resource requirements for business and enterprise:
  - 3.1 Human resources
6. Sources of funding and business finance:
  - 6.1 Business and enterprise funding
  - 6.2 Financial terms, documents and tools