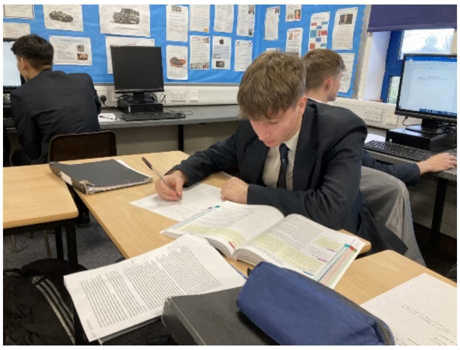

BUSINESS CURRICULUM INTENT

The Business Department's overall vision is to inspire our students to become interested in how the world of work operates. We wish to give them the knowledge and skills, as well as the confidence and experience in Business, which we would wish our own children would receive if they were taking the subject at school.

Our objectives are;

- For pupils to gain the knowledge and skills to be able to achieve, at minimum their "minimum expected grade", at the national examinations.
- For pupils to gain confidence in how the world of work operates and to obtain some of the critical skills that are required in order to prosper in their future working lives.
- To foster a broader interest in current affairs, and how it effects organisations and people's working lives, that will remain an interest for them in later life

BUSINESS CURRICULUM IMPLEMENTATION

KEY STAGE 4

Business is a popular optional subject and is studied at GCSE level following the Edexcel Level 1/Level 2 GCSE (9-1) specification 1BS0. There are two themes.

- Theme 1 is taught in Year 10 and is an introduction to small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Students will develop mathematical skills to support, inform and justify business decisions.
- Theme 2 is taught predominantly in Year 11 and explores business in a national and global context.

KEY STAGE 5

A Level Business

The A Level Business course offered is the AQA 7132 linear course. In Year 12 students gain a detailed insight into the functional areas of business: finance, marketing, human resources and operations. In Year 13, the emphasis is on strategy in a local, national and international context. Teaching is shared between two members of staff.

Information on the course content can be found on the following PDF file

CURRICULUM MAPS

GCSE (9-1) Business Course Planner 2021-2022

Rationale for the order of topics

Year 10 Theme 1: Investigating a small business

Unit	PSHE / Careers Feature
1.1.3 The role of business enterprise	Making financial decisions/ challenges and risks involved Careers discussion
1.4.1 The options for start-up and small businesses	Making financial decisions/ challenges and risks involved
1.3.1 Business Aims and objectives	Making financial decisions/ challenges and risks involved
1.3.4 Sources of business finance	Making financial decisions/ challenges and risks involved
1.3.2 Business revenues, costs and profits	Making financial decisions/ challenges and risks involved
1.3.3 Cash and cash-flow	Making financial decisions/ challenges and risks involved
1.2.1 Customer needs	
1.2.2 Market research	
1.2.3 Market segmentation	
1.2.4 The competitive environment	
1.4.3 The marketing mix	Careers discussion
1.1.2 Risk and reward	Making financial decisions/ challenges and risks involved
1.1.1 The dynamic nature of business	
1.5.1 Business stakeholders	
1.5.2 Technology and business	
1.5.3 Legislation and business	Consumer rights Challenging financial exploitation in different contexts
1.54 The economy and business	Budgeting and benefits of saving Making financial decisions/ challenges and risks involved Accessing support eg gambling
1.5.5 External influences	
1.4.4 Business plans (to include 1.4.2 Business location)	

Year 11 Theme 2: Building a business

Unit	PSHE / Careers Feature
2.1 Growing the Business	
2.1.1 Business growth	
2.1.2 Changes in business aims and objectives	
2.1.3 Business and globalisation	
2.1.4 Ethics, the environment and business	Consumer rights Challenging financial exploitation in different contexts
2.2 Making marketing decisions	Careers discussion
2.2.1 Product	
2.2.2 Price	
2.2.3 Promotion	
2.2.4 Place	
2.2.5 Using the marketing mix to make business decisions	
2.3 Making operational decisions	Careers discussion
2.3.1 Business operations	
2.3.2 Working with suppliers	Careers discussion
2.3.3 Managing quality	
2.3.4 The sales process	Careers discussion
2.4 Making financial decisions	
2.4.1 Business calculations	
2.4.2 Understanding business performance	
2.5 Making HR decisions	Careers discussion
2.5.1 Organisational structures	
2.5.2 Effective recruitment	Exploration of full time and part time contracts
2.5.3 Effective training and development	
2.5.4 Motivation	Advantages and disadvantages of zero hour contracts

Y12 Business

Teacher 1	Teacher 2
Unit 2 Managers leadership and decision making	Unit 1 What is a business?
Unit 4 Operations	Unit 3 Marketing
Unit 5 Finance	Unit 6 HR

Y13 Business

Teacher 1	Teacher 2
3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis	3.7.1 Mission, corporate objectives and strategy
3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change	3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance
3.7.6 Analysing the external environment to assess opportunities and threats: social and technological	3.7.5 Analysing the external environment to assess opportunities and threats: economic change
3.7.8 Analysing strategic options: investment appraisal	3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment
3.9.1 Assessing a change in scale	3.8.1 Strategic direction: choosing which markets to compete in and what products produce
3.9.2 Assessing innovation	3.8.2 Strategic positioning: choosing how to compete
3.9.3 Assessing internationalisation	3.10.1 Managing change
3.9.4 Assessing greater use of digital technology	3.10.2 Managing organisational culture
3.10.3 Managing strategic implementation	
3.10.4 Problems with strategy and why strategies fail	