

Business - Vision



BUSINESSES

»» Vision for Curriculum

Our vision is to offer pupils the opportunity to engage with, explore and understand business behaviour and develop a critical understanding of what business is and does. We aim to offer an insight into the world in which they will eventually be working in.

»» Intent

Our aim is to stimulate and develop:

- an interest in how businesses function.
- an interest in how businesses influence groups in society, and what influences and affects businesses.
- the ability to take part in discussion and use examples to help emphasise issues.
- the ability to organise work and meet deadlines.

From this, pupils should learn to understand the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin decision making and, ultimately, business success.

»» Implementation

During lessons, pupils will experience a variety of activities that will allow opportunities to:

- develop their knowledge
- apply their understanding to various contexts
- analyse issues within business
- evaluate qualitative and quantitative information to make informed judgements
- be organised, show resilience and perseverance, not giving up when things get tough but making every effort “to do the best that is possible”
- make a sustained contribution to learning, keenly participating in collaborative activities and asking thoughtful questions to deepen their understanding
- display exceptional care and concern, knowing and understanding that we all learn from each other
- embrace independent learning.

»» Impact

Learners in Business will develop and demonstrate a wide range of skills during their programme of study. These skills will be transferable to other subjects, further study and employment. Evidence for the above may come in the forms of independent notes taken by the learner, subject knowledge and skills assessments, practice exercises, verbal questioning, discussions and independent reflective activities.



Business - Road Map

Key Stage 3 & 4 Overview

	Year 9	Year 10	Year 11	
Advent term	3.1 Business in the real world 3.1.1 The purpose and nature of businesses <ul style="list-style-type: none"> Purpose of business Reasons for starting a business Basic functions and types of business Business enterprise and entrepreneurship Dynamic nature of business 	3.4 Human resources <ul style="list-style-type: none"> Contracts of employment (recap as some pupils will not have covered this) workforce Types of training undertaken by businesses 3.4.3 Motivating employees <ul style="list-style-type: none"> Importance of motivation in the workforce Methods to motivate staff 3.4.4 Training <ul style="list-style-type: none"> Importance of training the 	3.5 Marketing <ul style="list-style-type: none"> Using the marketing mix to inform and implement business decisions Examination Skills 3.5 EoU Assessment	3.6 Finance 3.6.1 Sources of finance <ul style="list-style-type: none"> Methods businesses use to raise finance Appropriateness of sources of finance Examination Skills Revision
Advent term	3.1 Business in the real world 3.1.3 Setting business aims and objectives <ul style="list-style-type: none"> What are business aims and objectives Purpose of setting objectives Role of objectives in running a business Changing objectives Use of objectives in judging success 	3.3 Business operations 3.3.2 The role of procurement <ul style="list-style-type: none"> Managing stock Factors affecting choice of suppliers The effects of procurement and logistics on a business The value of effective supply chain management 	3.6 Finance PPE 3.6.2 Cash flow <ul style="list-style-type: none"> Importance of cash to businesses Interpreting cash flow forecasts Difference between cash and profit 	3.6 Finance PPE analysis and reflection 3.6.3 Financial terms and calculations <ul style="list-style-type: none"> Basic financial terms Basic financial calculations Average rate of return Break-even
Lent term	3.1 Business in the real world 3.1.5 Business location <ul style="list-style-type: none"> Factors influencing the location decision of a business 	3.3 Business operations 3.3.4 Good customer services <ul style="list-style-type: none"> Methods of good service Benefits of good customer service Dangers of poor customer service The ways in which advances in ICT have allowed customer services to develop 	3.5 Marketing Examination Skills 3.3 EoU Assessment 3.5 Marketing 3.5.1 Identifying and understanding customers <ul style="list-style-type: none"> The importance of identifying and satisfying customer needs 	3.6 Finance 3.6.4 Analysing the financial performance of a business <ul style="list-style-type: none"> Purpose of financial statements Components of financial statements Interpretation of data given on financial statements Examination Skills 3.6 EoU Assessment
Lent term	3.1 Business in the real world 3.1.7 Expanding a business <ul style="list-style-type: none"> Methods of expansion Benefits and drawbacks of expansion Economies of scale Diseconomies of scale 	3.5 Marketing Examination Skills Revision PPE 3.5 Marketing 3.5.2 Segmentation <ul style="list-style-type: none"> Types of segmentation PPE analysis and reflection	3.2 Influences on businesses 3.2.2 Ethical and environmental considerations <ul style="list-style-type: none"> Ethical considerations Environmental considerations Sustainability 3.2.3 The economic climate on business <ul style="list-style-type: none"> Interest rates Level of employment Consumer spending 	3.2 Influences on businesses 3.2.1 Technology <ul style="list-style-type: none"> E-commerce Digital communication 3.2.4 Globalisation <ul style="list-style-type: none"> How UK businesses compete internationally Exchange rates 3.2.5 Legislation <ul style="list-style-type: none"> Employment law Health and Safety law Consumer law
Pentecost term	3.4 Human resources PPE 3.4.1 Organisational structures <ul style="list-style-type: none"> Organisational structures Appropriateness of organisational structures Centralisation and decentralisation 	3.5 Marketing 3.5.3 The purpose and methods of market research <ul style="list-style-type: none"> Purpose of market research Methods of market research (primary and secondary) Use of market research 3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps) <ul style="list-style-type: none"> Pricing methods 	3.2 Influences on businesses 3.2.6 Competitive environment <ul style="list-style-type: none"> Impact on businesses of operating in competitive markets Uncertainty and risks businesses face Examination Skills Revision	
Pentecost term	3.4 Human resources 3.4.2 Recruitment and selection of employees <ul style="list-style-type: none"> The need for recruitment Methods of recruitment and selection of employees Contracts of employment 	3.5 Marketing 3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps) <ul style="list-style-type: none"> Promotional methods Factors influencing the selection of the promotional mix Reasons for promotion 	<ul style="list-style-type: none"> The factors that influence pricing decisions The benefits and risks of developing new products Product differentiation The product life cycle Product portfolio analysis (Boston Matrix) <ul style="list-style-type: none"> Place (the different channels of distribution used by businesses) E-commerce and m-commerce Integrated nature of the marketing mix 	<div style="border: 2px solid orange; padding: 10px; text-align: center;"> <p>Business GCSE Exam</p> <p>Paper 1</p> <p>Paper 2</p> </div>

Business - Road Map

Key Stage 5 Overview				
	Year 12	Year 13		
Advent term	<p>3.1.1 Understanding the nature and purpose of business Including the teaching of basic Revenue, Costs and Profit.</p> <p>3.1.2 Understanding different business forms</p> <p>3.1.3 Understanding that businesses operate within an external environment</p> <p>3.3.1 Setting marketing objectives</p>	<p>3.2.1 Understanding management, leadership and decision making</p> <p>3.2.2 Understanding management decision making</p> <p>3.2.3 Understanding the role and importance of stakeholders</p> <p>Examination skills.</p>	<p>3.7.1 Understanding the mission, corporate objectives and strategy of business UCAS predicted grade and scholarship discussions (incorporating Year 12 end-of-year project review)</p> <p>3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance</p> <p>3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change</p> <p>3.7.5 Analysing the external environment to assess opportunities and threats: economic change</p>	<p>3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratios</p> <p>3.7.8 Analysing strategic options: investment appraisal</p>
Advent term	<p>3.3.2 Understanding markets and customers</p> <p>3.3.3 Making marketing decisions: segmentation, targeting, positioning</p> <p>3.3.4 Making marketing decisions: using the marketing mix</p>	<p>3.1/3.2 EoU Assessment</p> <p>3.5.1 Setting financial objectives</p> <p>3.5.2 Analysing financial performance</p>	<p>3.7.5 Analysing the external environment to assess opportunities and threats: economic change (continued)</p> <p>3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment</p> <p>Examination skills.</p> <p>3.7 EoU Assessment</p> <p>3.8.1 Strategic direction: choosing which markets to compete in and what products to offer</p> <p>3.8.2 Strategic positioning: choosing how to compete</p>	<p>3.7.6 Analysing the external environment to assess opportunities and threats: social and technological</p> <p>3.9.1 Assessing a change in scale</p>
Lent term	<p>Examination skills.</p> <p>3.3 EoU Assessment</p> <p>3.6.1 Setting human resource objectives</p> <p>3.6.2 Analysing human resource performance</p> <p>3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow</p>	<p>3.5.3 Making financial decisions: sources of finance</p> <p>3.5.4 Making financial decisions: improving cash flow and profits</p> <p>Examination skills.</p> <p>3.5 EoU Assessment</p>	<p>Examination skills.</p> <p>Revision</p> <p>PPE (2 x Papers)</p> <p>3.10.1 Managing change</p> <p>PPE analysis and reflection</p>	<p>Revision</p> <p>PPE (2 x Papers)</p> <p>3.9.2 Assessing innovation</p>
Lent term	<p>3.6.4 Making human resource decisions: improving motivation and engagement</p> <p>3.6.5 Making human resource decisions: improving employer-employee relations</p> <p>Examination skills.</p> <p>3.6 EoU Assessment</p> <p>3.4.2 Analysing operational performance</p>	<p>3.4.1 Setting operational objectives</p> <p>3.4.4 Making operational decisions to improve performance: improving quality</p>	<p>3.10.2 Managing organisational culture</p> <p>3.10.3 Managing strategic implementation</p> <p>3.10.4 Problems with strategy and why strategies fail</p>	<p>3.9.3 Assessing internationalisation</p> <p>3.9.4 Assessing greater use of digital technology</p> <p>Examination skills</p> <p>3.9 EoU Assessment</p>
Pentecost term	<p>3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity</p> <p>Examination skills.</p> <p>3.4 EoU Assessment or Practice PPE Paper</p> <p>Revision</p>	<p>3.4.5 Making operational decisions to improve performance: managing inventory and supply chains</p> <p>Revision</p>	<p>Examination skills.</p> <p>Revision</p> <p>Practice Paper 3</p> <p>Revision</p>	<p>Revision</p>
Pentecost term	<p>Revision</p> <p>PPE (1 x paper)</p> <p>End of Year 12 Project – Reflection on and application of prior learning</p> <p>PPE analysis and reflection</p>	<p>Examination skills.</p> <p>Revision</p> <p>PPE (1 x paper)</p> <p>End of Year 12 Project – Reflection on and application of prior learning</p>		