Business Curriculum Intent

The aim of the business department is to encourage and support the development of students' business acumen by challenging them to be enterprising individuals with the ability to think both commercially and creatively. Students will learn in an environment where they are encouraged to challenge themselves and have the courage to take risks. This will be achieved through lessons designed to engage students in topics and issues that are relevant in today's society, such as e-commerce, ethics and globalisation. Through KS4 to 5 students will study the nature of business activity and the impact of business on individuals and wider society. The business department aims to broaden students' understanding of the world around them and encourages students to understand their role in society and respect the role of others. Real life case studies will be used wherever possible to make it easier for students to relate to and apply their knowledge and skills developed throughout the course, resulting in all learners developing their confidence and being able to access and respond to the challenges of the GCSE and A level examinations. Through KS4 to 5 students will develop the use of models, calculations, theories and techniques to support analysis of business issues allowing students to make informed business decisions and solve business problems; all skills that are needed in order to flourish in further study and employment.

	10 A1	10 A2	10 Sp1	10 Sp2	10 Su1	10Su2	11 A1	11 A2	11 Sp1	11 Sp2	11 Su1
Key Questions	**Unit 1 Business Activity** • How does business activity meet the needs of customers? • What is the role of an entrepreneur? • Why do Business organisations vary in size and ownership? • Why do business activities and objectives change?	**Unit 1 Business Activity** • How are stakeholders affected by business activity? • How do stakeholders' impact on business behaviour? • Where should a business locate? • Why do some businesses grow and some remain small?	**Unit 3 Business operations** • How do business efficiently manage their resources • Why do Businesses organise their operations in different ways? • How do businesses meet customer expectations and provide quality customer service?	**Unit 6 Human resources** • How do businesses recruit, manage and develop their employees? • How does a business motivate workers?	**Unit 6 Human resources** • How does the human resource function organise workers? • How do employer responsibilities and employee rights impact business behaviour?	**Unit 4 Marketing** • How does a business identify and satisfy customer needs in a profitable way? **Unit 5 Finance** • How do businesses know if they are making a profit or loss? • How do businesses use break even in decision making	**Unit 4 Marketing** • How does the marketing function implement the marketing mix? **Unit 5 Finance** • How can a business improve profitability?	**Unit 5 Finance** • What affects the financial decisions made by businesses? • How can a business manage its profit and improve cash flow? • How do business decide whether an investment is worthwhile	**Unit 2 External Influences** • How do external influences impact on a business and its stakeholders? • What is the impact of globalisation? • Why are there conflicts between a business and its stakeholders?	**REVISION Units 1-6**	**REVISION Units1-6**
Knowledge	• Goods and services • Entrepreneurs • Business Plans • Business aims • SMART objectives • Types of ownership	• Stakeholders • Geographical location and siting • Economies of scale	• Methods of production • Quality control • Stock control • Supply chain • Sales Process • Customer Service	• Recruitment process • Induction and training • Financial and non-financial motivation	• Organisation charts • Flexible working • Trade unions and employee representation	• Market research • Market segmentation **Unit 5 Finance** •Calculate %, % change and averages •Calculate costs, revenue and profit •Construct and interpret break-even •Break-even formula	• The 4 P's, product, price, place, promotion **Unit 5 Finance** • Construct & calculate P&L A/C. Calculate Gross and Net Profit •Calculate and interpret profit margins	• Sources of finance • Improving cash flow • Construct, calculate and interpret cash flow • Calculate & interpret ARR	• Stakeholders • Technology • Environment • Consumer law • Employment law • Economy • Intellectual property • International trade and globalisation	**REVISION**	**REVISION**

	10 A1	10 A2	10 Sp1	10 Sp2	10 Su1	10Su2	11 A1	11 A2	11 Sp1	11 Sp2	11 Su1
Skills	Knowledge Application Analyse	Knowledge Application Analyse	Knowledge Application in context Analyse in context Evaluation	Knowledge Application in context Analyse in context Evaluation	Knowledge Application in context Analyse in context Evaluation Calculations	Knowledge Application in context Analyse in context Evaluation in context Calculations Data handling	Knowledge Application in context Analyse in context Evaluation in context Calculations, using formula Data handling	Knowledge Application in context Analyse in context using quantitative and qualitative data Evaluation in context Data handling	Knowledge Application in context Analyse in context using quantitative and qualitative data Evaluation in context Data handling	Knowledge Application in context Analyse in context using quantitative and qualitative data Evaluation in context Data handling	Knowledge Application in context Analyse in context using quantitative and qualitative data Evaluation in context Data handling
Key Vocabulary	Producer Consumer Unlimited liability Entrepreneur Soletrader Partnership Limited company Shareholder Dividend Cooperative Market-share Profit Revenue Ethics	Stakeholder Infrastructure Footfall Economies of scale Franchise Integration Diversification Merger Takeover Organic	Job Batch Flow Mass production Capital intensive Inspection Quality assurance JIT JIC Procurement Logistics	Selection Jon description Person specification On the job Off the job Induction Productivity Morale Motivate Salary Fringe benefit Job rotation Enlargement Enrichment	Hierarchy Span of control Chain of command Delegation Delayering Zero-hour contract Collective bargaining Industrial dispute Trade union	Quantitative Qualitative Primary research Secondary research Target market Niche market Mass market	Skimming Penetration Cost – plus Sales promotion Advertising Distribution channel Wholesaler Retailer Product life cycle Extension strategy Unit 5 Fixed cost Variable cost Revenue Profit Break-even point Output Contribution	Trade credit overdraft mortgage Interest rate Collateral Venture capitalist Investment Cash flow Expenses Cost of sales Gross profit Operating profit Cash flow Return on investment	E-commerce M-commerce Sustainability Inflation Interest rates Unemployment Exchange rates Tax Disposable income Fair trade Multinational International Global Multinational		
Assessment	Business activity Assessment 1 And 2 A mix of short answer and structured questions based on stimulus material	End of unit 1 Business Activity assessment A mix of short answer and structured questions based on stimulus material covering Unit 1 content	End of unit 3 Business Operations assessment A mix of short answer and structured questions based on stimulus material covering Units 1 and 3 content	Unit 6 assessment Human Resources A mix of short answer and structured questions based on stimulus material covering areas from Units,1,3 and 6 content	End of unit 6 assessment A mix of short answer and structured questions based on stimulus material covering areas from Units,1,3, and 6 content	Year 10 exam A mix of short answer and structured questions based on stimulus material covering areas from Units,1,3 and 6 content	End of Unit 4 assessment Marketing A mix of short answer and structured questions based on stimulus material covering areas from Units,1,3,4 and 6 content	End of Unit 4 and 5 assessment A mix of short answer and structured questions based on stimulus material covering areas from Units,1,3,4,5 and 6 content	Yr 11 Mock exam Paper 1 Component 1: Business Dynamics Written examination: 2 hours A mix of short answer and structured questions based on stimulus material covering Units,1,3,4,5 and6 content	Mock exams to include: **Component 1: Business Dynamics** A mix of short answer and structured questions based on stimulus material covering all of the specification content **Component 2: Business Considerations** Data response questions covering all of the specification content	**Component 1: Business Dynamics Written** examination: 2 hours 62.5% of qualification A mix of short answer and structured questions based on stimulus material covering all of the specification content **Component 2: Business Considerations** Written examination: 1 hour 30 minutes 37.5% of qualification Data response questions covering all of the specification content

	10 A1	10 A2	10 Sp1	10 Sp2	10 Su1	10Su2	11 A1	11 A2	11 Sp1	11 Sp2	11 Su1
Mid-point Progress Path	Students will start to use correct key terms, concepts and definitions. Knowledge will be isolated to unit 1	Students will use correct key terms, concepts and definitions. Business terminology should be used throughout answer Knowledge will focus on unit 1 Students will refer to a type of business using question hook or case study information	Business terminology will be used throughout answer. Answer will show understanding of key concepts applied to business context	Correct used of terminology and concepts applied to business context. Students will build a chain of argument using connectives	Students will build a chain of argument using connectives that included key terminology, theory and concepts A judgement will be made or an opinion given with a supporting statement.	Students will build a chain of argument using connectives that included key terminology, theory and concepts A judgement will be made or an opinion given with a supporting statement.	Students will be able to build a chain of argument relevant to a business situation or context. The argument will consider both quantitative and qualitative information and will consider impact on other functional areas or stakeholders		Students will be able to make a judgement based on evidence in the case study or data with supporting statements. In addition, they will consider what their decision depends upon. They will be able to make suggestions/recommendations for future activity/actions		
Personal development	c,ch,bv	c	c,bv,ed	c,sp,bv,ed	m,bv,ed,ciaeg	m,ciaeg	m		c,s,m,bv		