

SUBJECT CURRICULUM INTENT 2020-21: GCSE BUSINESS /A LEVEL Business

Year Group	Curriculum coverage – name topics, and give key knowledge and skills, and cultural capital opportunities students will have to succeed in life	Rationale/evaluation of why the curriculum is planned and sequenced in this way to ensure knowledge and skills for future learning and employment																		
<p>Year 10 (KS4)</p>	<p>Autumn Term:</p> <table border="1" data-bbox="461 432 1205 831"> <thead> <tr> <th data-bbox="461 432 707 480">Topics Theme 1</th> <th data-bbox="712 432 954 456">Key knowledge</th> <th data-bbox="958 432 1205 456">Cultural capital</th> </tr> </thead> <tbody> <tr> <td data-bbox="461 483 707 831"> 1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity. <i>For groups with two teachers. 1.3 putting a business idea into practice. Will be delivered parallel to 1.1</i> </td> <td data-bbox="712 483 954 831"> <ul style="list-style-type: none"> • The dynamic nature of business. • Risk and reward • The role of business enterprise • Customer needs • Market research • Market segmentation • The competitive environment </td> <td data-bbox="958 483 1205 831"> To understand the dynamic nature of business in relation to how and why business ideas comes about. How they identify opportunities through understanding customer needs and conducting market research. </td> </tr> </tbody> </table> <p>Spring Term</p> <table border="1" data-bbox="461 903 1205 1225"> <thead> <tr> <th data-bbox="461 903 707 951">Topics Theme 1</th> <th data-bbox="712 903 954 927">Key knowledge</th> <th data-bbox="958 903 1205 927">Cultural capital</th> </tr> </thead> <tbody> <tr> <td data-bbox="461 954 707 1225"> 1.3 putting a business idea into practice. Summer Term: <i>For groups with two teachers. 1.2 also continues to be taught and the start of 1.5 Understanding external influences on business in this term.</i> </td> <td data-bbox="712 954 954 1225"> <ul style="list-style-type: none"> • Business aims and objectives • Business revenue, cost and profits • Cash and cash flow • Sources of business finance </td> <td data-bbox="958 954 1205 1225"> . How businesses concentrating on survival and financial aspects. </td> </tr> </tbody> </table> <p>Summer Term:</p> <table border="1" data-bbox="461 1297 1205 1477"> <thead> <tr> <th data-bbox="461 1297 707 1345">Topics Theme 1 continued</th> <th data-bbox="712 1297 954 1321">Knowledge</th> <th data-bbox="958 1297 1205 1321">Cultural capital</th> </tr> </thead> <tbody> <tr> <td data-bbox="461 1348 707 1477"> 1.4 Making the business effective 1.5 Understanding external influences on business. </td> <td data-bbox="712 1348 954 1477"> <ul style="list-style-type: none"> • The options for start-up and small businesses. • Business location </td> <td data-bbox="958 1348 1205 1477"> Plan is have a small local business owner as guest speaker to share their experience. </td> </tr> </tbody> </table>	Topics Theme 1	Key knowledge	Cultural capital	1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity. <i>For groups with two teachers. 1.3 putting a business idea into practice. Will be delivered parallel to 1.1</i>	<ul style="list-style-type: none"> • The dynamic nature of business. • Risk and reward • The role of business enterprise • Customer needs • Market research • Market segmentation • The competitive environment 	To understand the dynamic nature of business in relation to how and why business ideas comes about. How they identify opportunities through understanding customer needs and conducting market research.	Topics Theme 1	Key knowledge	Cultural capital	1.3 putting a business idea into practice. Summer Term: <i>For groups with two teachers. 1.2 also continues to be taught and the start of 1.5 Understanding external influences on business in this term.</i>	<ul style="list-style-type: none"> • Business aims and objectives • Business revenue, cost and profits • Cash and cash flow • Sources of business finance 	. How businesses concentrating on survival and financial aspects.	Topics Theme 1 continued	Knowledge	Cultural capital	1.4 Making the business effective 1.5 Understanding external influences on business.	<ul style="list-style-type: none"> • The options for start-up and small businesses. • Business location 	Plan is have a small local business owner as guest speaker to share their experience.	<p>We start with Theme 1 as it concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur.</p> <p>Assessments will be completed at the end of each topic to address misconceptions and gaps in understanding. Gaps will be plugged following re-teaching and revisited using recall activities.</p>
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		<ul style="list-style-type: none"> • The marketing mix • Business plans • Business stakeholders • Technology. • Legislations • The economy 	<p>Explore a range of factors that impact on success including the external influences on a business.</p>							
<p>Year 11 (KS4)</p>	<p>Autumn Term:</p> <table border="1"> <thead> <tr> <th data-bbox="463 453 712 501">Topics Theme 2</th> <th data-bbox="712 453 958 501">Knowledge</th> <th data-bbox="958 453 1303 501">Cultural capital</th> </tr> </thead> <tbody> <tr> <td data-bbox="463 501 712 1011"> 2.1 Growing the business 2.2 Making marketing decision. </td> <td data-bbox="712 501 958 1011"> <ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives. • Business and globalisation. • Business and globalisation. • Ethics the environment and business • Product • Price • Promotion • Price • Place • Using the marketing mix to make business decisions. </td> <td data-bbox="958 501 1303 1011"> <p>Students are introduced to methods of growth and how and why business aim and objectives change and evolve. They will explore how each element of the marketing mix is managed and used to inform and make decisions in a competitive market place.</p> </td> </tr> </tbody> </table>			Topics Theme 2	Knowledge	Cultural capital	2.1 Growing the business 2.2 Making marketing decision.	<ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives. • Business and globalisation. • Business and globalisation. • Ethics the environment and business • Product • Price • Promotion • Price • Place • Using the marketing mix to make business decisions. 	<p>Students are introduced to methods of growth and how and why business aim and objectives change and evolve. They will explore how each element of the marketing mix is managed and used to inform and make decisions in a competitive market place.</p>	<p>Students build on the base understanding of small start-up businesses. They focus on key business concepts, issues and decisions used to grow a business. Hence why this theme is delivered after the completing of theme 1. Theme 2 considers the impact of the wider world on the decisions a business makes as it grows.</p> <p>The focus this year is to begin building confidence in student exam writing skills. By introducing them to higher order questions and setting these for regular homework and assessments.</p> <p>The order the topics are delivered at set out in the specification by the exam board as this structure is to build upon the previous topics.</p>
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	<ul style="list-style-type: none"> • organisation structures • effective recruitment • effective training and development • Motivation. 	<p>for students when they apply for jobs and understand how this aspect is managed by employers.</p> <p>We would anticipate a trip to an organisation to see operations in action. Or a speaker to in Human resources.</p>
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Summer Term:

Topics Theme 2	Knowledge	Cultural capital
<p>Theme 1 & Theme 2 Past exam paper practice. Using previous exam papers, mark scheme and examiner reports students will complete every past exam paper. This will be with support as 'walking and talking mocks' and also without support as it would be in the actual exam.</p> <p>We would desire an external intense exam conference to either be invited to the school to run a whole day exam preparation workshop or alternatively, a trip to a workshop that focus on the exam skills.</p>		

The subject content is organised into themes according to the business context to ensue holistic approach is adapted in year 11. Over year 10 and first part of year 11 students will develop understanding of the interdependent nature of business activity, business operations, finance, marketing and human resources and well as external influences within a business context. It will support students in applying their knowledge and understanding of how these interdependencies underpin business decision making.

After the spring term the focus is primarily on recapping and 'revision'. This allows any gaps to be plugged and appropriate interventions put into place. This also allows for more structured exam practice and skills for whole papers. With links to the different topics from the themes from the specification. This also promotes student independence, encouraging reflection and planning which are vital skills.

Year 12 (KS5)

Autumn Term:

Theme 1	Key knowledge	Cultural Capital
1.1 Meeting customer needs	<ul style="list-style-type: none"> • The market • Market research • Market positioning 	To understand how businesses function in order to meet customer needs through a variety of sources including newspapers (online), relevant government websites that provide statistics and businesses own websites.
1.2 The market	<ul style="list-style-type: none"> • Demand and supply • PED and YED • Product design 	
1.3 Marketing mix and strategy	<ul style="list-style-type: none"> • Branding and promotion • Pricing strategies • Distribution • Marketing strategy 	

Theme 2	Key knowledge	Cultural Capital
2.1 Raising finance	<ul style="list-style-type: none"> • Internal finance • External finance 	To understand how businesses raise finance and the sources of finance available such as banks and venture capitalists and why businesses may fail. Information can be found through a variety of sources including newspapers (online), programmes such as “Dragon’s Den” and businesses own websites.
2.2 Financial planning	<ul style="list-style-type: none"> • Liability • Planning • Sales forecasting 	
2.3 Managing finance	<ul style="list-style-type: none"> • Sales, revenue and costs • Break-even • Budgets • Profit • Liquidity • Business failure 	

Spring Term:

Upon entry to KS5 all students will have achieved grade 5 in GCSE English and maths in order to demonstrate numeracy and literacy.

No prior business knowledge is assumed.

It is assumed that teaching will be split across two teachers each of whom will complete one Theme in preparation for the May AS exams. Each Theme is assessed in a separate paper.

Topics are arranged in a linear format so each builds upon the previous topic.

Higher education institutions and employers have consistently flagged the need for students to develop a range of transferable skills to enable them to respond with confidence to the demands of undergraduate study and the world of work. These include cognitive, interpersonal and intrapersonal skills. Theme 1 has a section on recruitment and selection which will be particularly useful for students in their personal lives.

Assessments will be completed at the end of each topic to address misconceptions and gaps in understanding. Gaps will be plugged following re-teaching and revisited using recall activities. AS exams will be completed at the end of Year 12.

Theme 3 is significantly more challenging than these four with more detailed content, so two teachers will complete the first sub unit in preparation for Year 13.

	Theme 1	Key knowledge	Cultural Capital		
	1.4 Managing people 1.5 Entrepreneurs and leaders	<ul style="list-style-type: none"> • Approaches to staffing • Recruitment, selection and training • Organisation design • Motivation in theory and practice • Leadership • Role of an entrepreneur • Entrepreneurial motives and characteristics • Moving from an entrepreneur to leader • Business objectives • Forms of business • Business choices 	<p>To understand how businesses recruit people; organise their structure and the entrepreneurial skills required for a successful business. Students will be able to use specific case studies of businesses that have grown through a variety of sources including newspapers (online), programmes such as “Dragon’s Den” and businesses own websites.</p>		
	Theme 2	Key knowledge	Cultural Capital		

	<p>2.4 Resource management</p> <p>2.5 External influences</p>	<ul style="list-style-type: none"> • Production, productivity and efficiency • Capacity utilisation • Stock control • Quality management • Economic influences • Legislation 	<p>To understand how changes in economic factors and legislation can influence businesses. Students will gain an understanding of key economic variables such as interest rates, inflation, exchange rates and government spending and taxation.</p>								
<p>Summer Term: Up to May half term Revision and exam practice for AS Level examinations After AS exams the two teachers will focus on starting Theme 3</p>											
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<p>Year 13 (KS5)</p>	<p>Autumn Term:</p>				<p>Upon entry to Y13 all students will have achieved a minimum of a D grade at AS Level.</p> <p>It is assumed that teaching will be split across two teachers each of whom will complete one Theme in preparation for the A Level exams.</p>						
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3.3 Decision making techniques	<ul style="list-style-type: none"> • Reasons for staying small • Quantitative sales forecasting • Investment appraisal • Decision trees • Critical path analysis 	will be useful for working in any organisation	<p>In Theme 3 students develop their understanding of the concepts introduced in Theme 2 and explore influences on business strategy and decision-making.</p> <p>Students will need to build upon the knowledge, skills and understanding developed in Theme 2 in Theme 3, making connections across these two themes in Paper 2, and across Themes 1, 2, 3 and 4 in Paper 3.</p>												
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- or joint ventures
- Global competitiveness
- Marketing
- Niche markets
- Cultural and social issues

teaching and revisited using recall activities. A Level exams will be completed at the end of Year 13.

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Spring Term:

Theme 3	Key knowledge	Cultural Capital
3.4 Influences on business decisions	<ul style="list-style-type: none"> • Corporate influences • Corporate culture • Shareholders vs stakeholders • Business ethics • Interpretation of financial statements • Ratio analysis • Human resources 	To be aware of the ethical dilemmas and responsibilities faced by organisations and Individuals.
3.5 Assessing competitiveness		

Theme 4	Key knowledge	Cultural Capital
4.4 Global industries	<ul style="list-style-type: none"> • The impact of MNCs 	To understand how globalisation and MNCs impact the countries that

and companies (MNCs)	<ul style="list-style-type: none"> • Ethics raised by MNCs • Controlling MNCs 	they trade in and the ethical issues raised.	
<p>Teacher 2 will finish Theme 4 and start working on the preparation for Paper 3 which is synoptic and covers all four Themes based around a specific industry.</p> <p>Summer Term:</p>			
Theme 3	Key knowledge	Cultural Capital	
3.6 Managing change	<ul style="list-style-type: none"> • Causes and effects of change • Key factors in change • Scenario planning 	To understand how transformational leaders can affect a business and how businesses need to adapt for change. Research of real businesses will develop understanding further.	
<p>Complete research on Paper 3 industry and revision and exam practice for A Level examinations</p>			

Cultural Capital – It is the essential knowledge that students need to be educated citizens, introducing them to the best that has been thought and said and helping to engender an appreciation of human creativity and achievement.