

**SUBJECT CURRICULUM INTENT 2021-2022: GCSE BUSINESS / A LEVEL Business**

<b>Year Group</b>	<b>Curriculum coverage – name topics, and give key knowledge and skills, and cultural capital opportunities students will have to succeed in life</b>	<b>Rationale/evaluation of why the curriculum is planned and sequenced in this way to ensure knowledge and skills for future learning and employment</b>
<p><b>Year 10 GCSE Business</b></p>	<p>Introduction to GCSE Business</p> <p><b>Autumn Term:</b>            1.1 Enterprise and Entrepreneurship            1.2 Spotting a business opportunity.            1.3 putting a business idea into practice.</p> <p><b>KEY knowledge</b></p> <ul style="list-style-type: none"> <li>• The dynamic nature of business.</li> <li>• Risk and reward</li> <li>• The role of business enterprise</li> <li>• Customer needs</li> <li>• Market research</li> <li>• Market segmentation</li> <li>• The competitive environment</li> <li>• Business aims and objectives</li> <li>• Business revenue, cost and profits</li> <li>• Cash and cash flow</li> <li>• Sources of business finance</li> </ul> <p><b>Cultural capital</b>            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. How businesses concentrating on survival and financial aspects.</p> <p><b>Summer Term:</b>            1.3 Putting a business idea into practice continued            1.4 Making the business effective            1.5 1.5 Understanding external influences on business.</p> <p><b>KEY knowledge</b></p>	<p>Students spend the first term building knowledge understanding of key business concepts required in order to set up a small business. The topics are derived from the Edexcel GCSE Business specification. The topics covered in the Autumn term are selected to give a basic but broad understanding of business as an introduction, where students will be have the opportunity to demonstrate and build literacy, numeracy and presentation skills.</p> <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. 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>

	<ul style="list-style-type: none"> <li>• The options for start-up and small businesses.</li> <li>• Business location</li> <li>• The marketing mix</li> <li>• Business plans</li> <li>• Business stakeholders</li> <li>• Technology.</li> <li>• Legislations</li> <li>• The economy</li> <li>• External influences</li> </ul> <p><b><u>Cultural capital</u></b> Plan is having a small local business owner as guest speaker to share their experience.</p> <p>Explore a range of factors that impact on success including the external influences on a business.</p>	
<p><b>Year 11 (KS4)</b></p>	<p><b><u>Autumn Term:</u></b> <b><u>Topics</u></b> 2.1 Growing the business 2.2 Making marketing decision.</p> <p><b><u>KEY knowledge</u></b></p> <ul style="list-style-type: none"> <li>• Business growth</li> <li>• Changes in business aims and objectives.</li> <li>• Business and globalisation.</li> <li>• Business and globalisation.</li> <li>• Ethics the environment and business</li> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Price</li> <li>• Place</li> <li>• Using the marketing mix to make business decisions.</li> </ul> <p><b><u>Cultural capital</u></b> 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> <p>The subject content is organised into themes according to the business context to ensue holistic approach is adapted in year 11. Over year 9 and 10 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.</p>

**Spring Term:****Topics:**

- 2.3 Making operation decision
- 2.4 making financial decisions.

**Knowledge:**

- business operations
- working with suppliers
- managing quality
- the sales process
- business calculations
- understanding business performance

**Cultural capital**

Students focus on how customer needs through design, supply and quality are met, They will use their own experiences as customer to build understanding. Student explore the tools business has to support financial decision making. Some of these tools are useful for students in the future, such as budgeted their on inflows and outflow of income and expenditure.

**Summer Term:****Topics:**

- 2.5 making human resource decision

**Knowledge:**

- organisation structures
- effective recruitment
- effective training and development
- Motivation

**Cultural capital**

Students will discover how businesses organise the structure, recruitment and training. The knowledge will be applicable for students when they apply for jobs and understand how this aspect is managed by employers.

We would anticipate a trip to a an organisation to see operations in action.

**Year 11 (KS4)****Summer**

Theme 1. Recap of business content from specification, development of 1 mark, 2 mark, 3 mark and 6 mark exam questions.

This year is focused 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.

	<p>Theme 2. Recap of business content from specification. Continue 1 mark, 2 mark, 3 mark and 6 mark question. In addition, begin to focus significantly on 9 and 12 mark questions.</p> <p>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>	

**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.*