

**SUBJECT CURRICULUM INTENT: 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><b>Year 10 GCSE Business</b></p>	<p>Introduction to GCSE Business</p> <p><b><u>Autumn Term:</u></b>            1.1 Enterprise and Entrepreneurship            1.2 Spotting a business opportunity.            1.3 putting a business idea into practice.</p> <p><b><u>KEY knowledge</u></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><u>Cultural capital</u></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><u>Summer Term:</u></b>            1.3 Putting a business idea into practice continued</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.</p> <p>Assessments will be completed at the end of each topic to address misconceptions and gaps in understanding. Gaps will be plugged following reteaching and revisited using recall activities.</p>

1.4 Making the business effective

1.5 1.5 Understanding external influences on business.

**KEY knowledge**

- The options for start-up and small businesses.
- Business location
- The marketing mix
- Business plans • Business stakeholders
- Technology.
- Legislations
- The economy
- External influences

**Cultural capital**

Plan is having a small local business owner as guest speaker to share their experience.

Explore a range of factors that impact on success including the external influences on a business.

<p><b>Year 11 (KS4)</b></p>	<p><b><u>Autumn Term:</u></b></p> <p><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 ensure 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>
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**Summer**

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

	<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.