

Curriculum Intent for Business and Economics

Course Overview

The Business and Economics curriculum is designed to develop students' understanding of how businesses operate within local, national, and global economic contexts. The curriculum combines theoretical knowledge with practical application, enabling students to analyse real-world business and economic issues, make informed decisions, and understand the impact of external influences on organisations and markets.

Across GCSE, BTEC, and A Level pathways, students are equipped with analytical, evaluative, and financial skills that prepare them for further education, employment, and active participation in the modern economy. The curriculum encourages enterprise, strategic thinking, and an awareness of ethical and economic considerations, supporting learners to become confident, adaptable, and commercially aware individuals.

Intent Statement

The Business and Economics curriculum is structured to provide clear progression across GCSE, BTEC, AS, and A Level pathways. Each qualification develops subject-specific knowledge, analytical skills, and real-world understanding appropriate to students' stage of study.

GCSE Business (Years 10–11)

Theme 1: Investigating Small Business	Theme 2: Building a Business
Covers enterprise and entrepreneurship, how business ideas are generated, and how new businesses are set up and made effective. Students explore spotting business opportunities, putting ideas into practice, and understanding how small businesses operate in competitive markets.	Focuses on growing and developing businesses, including marketing, operations, finance, and human resources. Students examine how external influences such as economic conditions, legislation, and globalisation affect business decision-making and performance.

BTEC Level 3 Business – Certificate (Year 12)

Unit 1: Exploring Business	Unit 2: Developing a Marketing Campaign
Introduces students to different types of businesses, their purposes, ownership structures, and how they operate. Learners explore how organisations are structured, how markets work, and the role of innovation and enterprise in business success.	Develops an understanding of marketing principles, including market research, targeting, and promotional strategies. Students use data and research to plan, justify, and develop a marketing campaign for a specific business context.

BTEC Level 3 Business – Diploma (Years 12–13)

Unit 4: Managing an Event	Unit 14: Investigating Customer Service
Focuses on the role of event management within business. Students explore event planning, feasibility, organisation, delivery, and evaluation, developing practical management and organisational skills.	Explores the importance of effective customer service in business success. Students investigate customer service strategies and demonstrate appropriate behaviours in different business situations.
Unit 6: Principles of Management	Unit 5: International Business
Examines management roles, leadership styles, motivation, and workforce performance. Students explore how managers respond to change and influence organisational success.	Develops understanding of global business operations, including international markets, economic environments, cultural influences, and strategies used by businesses operating internationally.

AS Business	Covers core business functions including meeting customer needs, marketing strategy, managing people, finance, resource management, and external influences. Students develop analytical skills to assess business performance and decision-making in different contexts.
A Level Business	Builds on AS content with a strategic focus on business objectives, growth, globalisation, competitiveness, and decision-making techniques. Students analyse complex business scenarios, assess influences on strategy, and evaluate how businesses respond to change in global markets.
AS Economics	Introduces microeconomic and macroeconomic concepts, including supply and demand, market structures, economic indicators, government intervention, and economic policy. Students develop an understanding of how markets function and how economies are managed.
A Level Economics	Develops deeper understanding of economic theory and real-world application, including labour markets, market failure, behavioural economics, globalisation, trade, economic growth, and government policy. Students critically evaluate economic performance and policy effectiveness at national and global levels.

Cross-Curricular Skills and Values

Throughout the Business and Economics courses, the curriculum aims to develop a broad range of transferable skills and values that support academic success, employability, and responsible citizenship.

Link to British Values
The curriculum actively promotes British Values by encouraging democracy through discussion and debate, the rule of law through the study of regulation and legislation, individual liberty through enterprise and entrepreneurial thinking, and mutual respect and tolerance through the exploration of global markets, cultures, and ethical business practices.
Critical Thinking and Problem-Solving
Students regularly analyse real-world business and economic scenarios, interpret data, evaluate options, and justify decisions. These skills are developed through case studies, extended responses, and applied coursework tasks.
Communication and Collaboration
Learners develop clear written and verbal communication skills through presentations, reports, and examinations. Collaborative skills are strengthened through group projects, discussions, and practical activities, particularly within BTEC units.
Digital Literacy
Students use digital tools for research, data analysis, marketing activities, financial planning, and presentation. The curriculum reflects the growing importance of digital skills in modern business and economic environments.
Ethical Awareness and Sustainability
The curriculum encourages students to consider ethical decision-making, sustainability, and social responsibility. Learners explore the impact of business and economic activity on society, the environment, and global communities.

Pathways and Progression

The Business and Economics curriculum provides clear progression routes into further education, higher education, apprenticeships, and employment. Students are well prepared for courses in business management, economics, finance, marketing, law, and related disciplines. The practical and analytical skills developed also support progression into a wide range of careers across the private, public, and voluntary sectors.

Conclusion

The Business and Economics curriculum offers a coherent, ambitious, and inclusive learning journey that equips students with the knowledge, skills, and values required to succeed in an increasingly complex and interconnected world. Through a balance of theoretical understanding and practical application, students are empowered to become confident decision-makers, critical thinkers, and responsible participants in the economy.

Curriculum Map

	Autumn Term		Spring Term		Summer Term	
	<i>Autumn Term 1</i>	<i>Autumn Term 2</i>	<i>Spring Term 1</i>	<i>Spring Term 2</i>	<i>Summer Term 1</i>	<i>Summer Term 2</i>
Year 10 GCSE Business	Unit 1.1 Enterprise & Entrepreneurship	Unit 1.2 Spotting a business opportunity	Unit 1.3 Putting a business idea into practice	Unit 1.4 Making a Business effective	Unit 1.5 Understanding external influences	Unit 2.1 Growing the business
Year 11 GCSE Business	Unit 2.1 Growing the business Unit 1.5 Understanding external influences	Unit 2.1 Growing the business Unit 2.2 Making marketing decision.	Unit 2.3 Making operation decision Unit 2.4 Making financial decisions.	Unit 2.3 Making operation decision Unit 2.5 Making human resource decision	Theme 1 and 2 • Exam preparation	Theme 1 and 2 • Exam
Year 12 BTEC Business Certificate	Unit 1 Exploring Business • Learning aim C Examine the environment in which businesses operate Learning aim D • Examine business markets Unit 2 Developing a Marketing Campaign		Unit 1 Exploring Business • Learning aim C Examine the environment in which businesses operate Learning aim D Examine business markets Unit 2 – Developing a Marketing Campaign • Controlled Assessment.	Unit 1 Exploring Business Learning aim A • Explore the features of different businesses and analyse what makes them successful Learning aim B • Investigate how businesses are organised Learning aim E • Investigate the role and contribution of innovation and enterprise to business success	Unit 1 Exploring Business Learning aim A • Explore the features of different businesses and analyse what makes them successful Learning aim B • Investigate how businesses are organised Learning aim E Investigate the role and contribution of innovation and enterprise to business success	
This is an externally assessed unit, that covers the following learning aims: a) Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign		Planning and developing a marketing campaign b) Using information to develop the rationale for a marketing campaign c) Planning and developing a marketing campaign				

<p>Year 12 BTEC Business Diploma</p>	<p>Unit 4: Managing an event Learning aim A</p> <ul style="list-style-type: none"> Explore the role of an event organiser. <p>Learning aim B</p> <ul style="list-style-type: none"> Investigate the feasibility a proposed event <p>Unit 14 Investigating customer service Learning aim A</p> <ul style="list-style-type: none"> Explore how effective customer service contributes to business 		<p>Unit 4: Managing an event Learning aim C</p> <ul style="list-style-type: none"> Develop a detailed plan for a business or social enterprise event. <p>Learning aim D</p> <ul style="list-style-type: none"> Stage and manage a business or social enterprise event. <p>Unit 14 Investigating customer service Learning aim B</p> <ul style="list-style-type: none"> Investigate the methods used to improve customer service in a business 		<p>Unit 4: Managing an event Learning aim E</p> <ul style="list-style-type: none"> Reflect on the running of the event and evaluate own skills development <p>Unit 14 Investigating customer service Learning aim C</p> <ul style="list-style-type: none"> Demonstrate customer service in different situation, using appropriate behaviours to meet expectations. 	
<p>Year 12 AS Economics</p>	<p>3.1.1.1-2</p> <ul style="list-style-type: none"> Demand and supply PED, IED CED, composite demand, equilibrium. <p>3.2.2-3</p> <ul style="list-style-type: none"> Macro-economic indicators, GDP Growth, inflation, unemployment, balance of payments, aggregate demand, aggregate supply. 		<p>AS 3.1.4- 5</p> <ul style="list-style-type: none"> Market structures, monopoly power, market failure, positive and negative externalities, merit and demerit goods, government intervention, and government failure. <p>AS 3.2.4</p> <ul style="list-style-type: none"> Monetary, fiscal and supply side policies 		<p>AS Exam Preparation</p>	<p>AS Exams</p>
<p>Year 12 AS Business</p>	<p>Unit 1.1</p> <ul style="list-style-type: none"> Meeting customer needs <p>Unit 2.1</p> <ul style="list-style-type: none"> Raising finance 	<p>Unit 1.2</p> <ul style="list-style-type: none"> The market <p>Unit 2.2</p> <ul style="list-style-type: none"> Financial planning 	<p>Unit 1.3</p> <ul style="list-style-type: none"> Marketing mix and strategy <p>Unit 2.3</p> <ul style="list-style-type: none"> Managing finance 	<p>Unit 1.4</p> <ul style="list-style-type: none"> Managing People <p>Unit 2.4</p> <ul style="list-style-type: none"> Resource management 	<p>Unit 1.5</p> <ul style="list-style-type: none"> Entrepreneurs and leaders <p>Unit 2.5</p> <ul style="list-style-type: none"> External influence 	<p>AS Exam</p> <ul style="list-style-type: none"> Mock Exam
<p>Year 13 BTEC Business Extended Certificate</p>	<p>Unit 3 – Personal and Business Finance This is an externally assessed unit and the following learning aims:</p> <ol style="list-style-type: none"> Understand the importance of managing personal finance Explore the personal finance sector Complete statements of comprehensive income and financial position and evaluate a business’s performance Understand the purpose of accounting Select and evaluate different sources of business finance Break-even and cash flow forecasts 		<p>Unit 3 – Personal and Business Finance</p> <ul style="list-style-type: none"> Exam <p>Unit 8 Recruitment & Selection.</p> <ol style="list-style-type: none"> Examine how effective recruitment and selection contribute to business success 	<p>Unit 8 Recruitment & Selection.</p> <ol style="list-style-type: none"> Undertake a recruitment activity to demonstrate the process leading to a successful job offer 	<p>Unit 8 Recruitment & Selection.</p> <ol style="list-style-type: none"> Reflect on the recruitment and selection process and your individual performance 	

<p>Year 13 A level Economics</p>	<p>A2 4.2.</p> <ul style="list-style-type: none"> Globalisation, trade, the balance of payments, exchange rate systems, economic growth and development <p>A2 4.2.3-5</p> <ul style="list-style-type: none"> Economic Performance indicators. Growth, Inflation Employment, Monetary Supply Side and Fiscal Policy 		<p>A2 4.1.6</p> <ul style="list-style-type: none"> Labour Markets, wage determination, demand and supply, the minimum wage, poverty and inequality. Policies. <p>A2 4.1.5</p> <ul style="list-style-type: none"> The theory of the firm, market structures, objectives, perfect competition, monopolistic competition, oligopoly, monopoly, price discrimination, contestable markets, efficiencies, consumer and producer surplus <p>A2 4.1.6</p> <ul style="list-style-type: none"> Labour Markets, wage determination, demand and supply, the minimum wage, poverty and inequality. Policies. <p>A2 4.1.8</p> <ul style="list-style-type: none"> Market failure and government intervention 	<p>AS Exam Preparation</p>	<p>A-Level Exams</p>	
<p>Year 13 BTEC Business Diploma</p>	<p>Unit 6 Principles of management</p> <ol style="list-style-type: none"> The definitions and functions of management Management and leadership styles and skills Managing human resources Factors influencing management, motivation and performance of the workforce Impact of change 		<p>Unit 5 International Business</p> <p>A: Explore the international context for business operations</p> <p>B: Investigate the international economic environment in which business operates</p>	<p>Unit 5 International Business</p> <p>C: Investigate the external factors that influence international businesses</p> <p>D: Investigate the cultural factors that influence international businesses</p>	<p>Unit 5 International Business</p> <p>D: Examine the strategic and operational approaches to developing internal trade</p>	
<p>Year 13 A level Business</p>	<p>Unit 3.1 Business objectives and strategy</p> <p>Unit 3.2 Business Growth 4.1 Globalisation</p>	<p>Unit 3.3 Decision making techniques</p> <p>Unit 4.2 Global markets and business expansion</p>	<p>Unit 3.4 Influences on business decisions</p> <p>Unit 4.3 Global marketing</p>	<p>Unit 4.4 Global industries/MNCs</p> <p>Unit 4.5 Influences on business decisions</p> <p>Unit 3.5 Assessing competitiveness</p>	<p>Paper 3 Pre-release 3.6: Managing change</p>	<p>A-Level Exams</p>