

Intent:

Business activity affects the daily lives of all people, as they work, spend, save, invest, travel and play. Business influences jobs, incomes and opportunities for personal enterprise and development. Business has a significant effect not only on the standard of living and quality of life, but also on the environment in which people live.

At some point, all students will encounter the world of business whether it is as a consumer, an employee or young entrepreneur themselves. Therefore, they must be prepared to engage in business activity with confidence and competence, by understanding how businesses function and the role it plays in our society. Students will familiarise themselves with the knowledge and skills that are required in the business environment and the impact these can have on their own lives and on society.

Throughout the course students will engage actively in the study of business in order to develop as effective and independent learners and as critical and reflective thinkers with enquiring minds. Students will analyse case studies of real businesses, such as Topshop, to understand how they operate and become successful businesses. They will develop an appreciation of a range of perspectives of different people who are affected by businesses (customers, governments, competitors, suppliers) in relation to business and economic activities.

Essentially, Business Studies allows students to gain a better understanding of the world around them through the exposure of powerful knowledge and insight into business operations.

Implementation:

During the beginning of Year 10, students are introduced to the concept of entrepreneurs and entrepreneurship, which sets the foundation as to why people would set up a business, the risks/rewards associated and the characteristics needed to be successful in the business world. Students will then be exposed to key business concepts such as meeting customer needs, why they are important, and the methods of ascertaining what those needs actually are. At this stage, students are also introduced to different case studies in order to start applying their knowledge to different business contexts.

Most lessons in our subject will make reference to different business case studies, relevant business news and stories. As students develop their understanding of the key attributes which contribute to business success they begin to explore external influences which may impact businesses operations. Classes within the department will explore several influences such as legislation, the economy and stakeholder. During this phase we share recent legislation changes such as minimum wage and other relevant external influences so students are able to make a link between classroom study and events taking place in the world. Students will begin to critically analyse the impact these may have on business operations.

In Year 11 students utilise the knowledge they have gained in Year 10 and apply this to multinational businesses. We often make reference to Year 10 content through retrieval practices and apply them to the topics covered in the Year 11. Through the use of business case studies and scenarios, we develop a student's understanding of

how a business can transition from a local business to a national or global enterprise. Key concepts such as sources of finance are revisited but this time applied to larger businesses, students at this stage will be able to differentiate how the operations may differ based on the size of the business.

Literacy within Business as a discipline

Our aim is for students to develop subject specific terminology within their communication both verbally and in written formats, allowing them to engage in a subject specific dialogue using key business jargons. To ensure students develop their tier 2 and 3 literacy skills in our subject, the implementation of the curriculum caters for teachers to specifically embed literacy development which is embedded in lessons. This is implemented through some of the following strategies:

- Covering a wide range of different business case studies, where students are exposed to specific business terminology, these are explicitly highlighted and discussed in the classroom
- Introducing key business terminology in a timely manner appropriate to the content covered in lessons
- Having recall and retrieval activities every half term focussed on subject specific terminology
- Encouraging students to use these terminologies both verbally and in written format during lessons.

Key Stage 4 Overview		Subject:	Business Studies
		Year 10 GCSE	Year 11 GCSE
Half Term 1		1.1 Enterprise and Entrepreneurship	2.1 Growing the business
Half Term 2		1.1 Enterprise and Entrepreneurship/1.2 Spotting a business opportunity	2.5 Making Human resource decisions
Half Term 3		1.2 Spotting a business opportunity	2.2 Making marketing decisions
Half Term 4		1.4 Making the business effective	2.3 Making operational decisions
Half Term 5		1.3 Putting a business idea into practice	2.4 Making financial decisions/Revision
Half Term 6		1.5 Understanding External influences	

Key Stage 5 Overview			Subject:	Business Studies
	Year 12 A-Level	Year 13 A-Level	Year 12 (Cambridge Tech L3) OCR	Year 13 (Cambridge Tech L3) OCR
Half Term 1	1.5 Entrepreneurs and Leaders 1.1 Meeting customer needs	2.1 Raising Finance 2.2 Financial Planning	Unit 1 – The Business environment LO1-LO5	Unit 5 - LO1 Understand role of marketing Unit 8 – LO1 Human resource function
Half Term 2	1.3 Marketing mix strategy 1.2 Market	2.4 Resource management 2.5 External influences	Unit 1 – The Business environment LO5-LO8 & Revision (Exam in Jan)	Unit 5 – LO2 Constraints in marketing Unit 8 – LO2 Training and development
Half Term 3	1.4 Managing people Review of theme 1 – Therapy on gaps of knowledge/skills	2.3 Managing finance 3.5 Assessing competitiveness	Unit 2 – LO1/LO2 Understanding business protocols/Business meetings Unit 4 – Task 1a Customer needs	Unit 5 – LO3 Market research Unit 8 – LO3 Employee motivation
Half Term 4	4.1 Globalisation 4.2 Global markets and business expansion	3.1 Business objectives & Strategy 3.2/3.6 Business Growth/Managing change	Unit 2 – LO3 Business Documents & LO4 Prioritise business tasks Unit 4 – Task 1b Customer services	Unit 5 – LO4 Evaluate Market research Unit 8 – Monitoring employee performance
Half Term 5	4.3 Global Marketing 4.4 Global industries and companies	3.3 Decision making techniques 3.4 Influences on business decisions	Unit 2 – LO5 Stakeholder communication/Revision Unit 4 – Task 2a Communication	Unit 5 – Review/Improvements/Submission Unit 8 - Review/Improvements/Submission
Half Term 6	Review of theme 1 & 4 Therapy on gaps of knowledge/skills		Unit 4 – Task 2b Business Presentation Unit 4 – Presentation recording	

Business Long Term Departmental Planning Overview					Subject:	Business Studies	
Year	Curriculum Title	HT1 topics	HT2 topics	HT3 topics	HT4 topics	HT5 topics	HT6 topics
GCSE BUSINESS *changes to sequence of delivery							
10	Edexcel GCSE Business Year 10	<u>Theme 1 Topic 1.1 Enterprise and Entrepreneurship</u> 1. Business Introduction 2. *The role of entrepreneurship 3. *Business revenues, costs and profits 4. Customer Needs 5. Why new ideas come about 6. How new ideas come about 7. Product & services <u>Retrieval focus</u> Why and how new business ideas come about	<u>Theme 1 Topic 1.1 Enterprise and Entrepreneurship</u> 8. Risk and Reward 9. The role of business enterprise and the purpose of business activity 10. Added Value 11.1.1 Review/Revision <u>Theme 1 Topic 1.2 Spotting a business opportunity</u> 1. Identifying and understanding customer needs 2. The purpose and methods of market research <u>Retrieval focus</u> 1.1 Enterprise and entrepreneurship <u>Assessment:</u> End of Topic test 1.1	<u>Theme 1 Topic 1.2 Spotting a business opportunity</u> 3. The purpose and methods of market research 4. Market segmentation 5. The competitive environment 6. Social Media <u>Retrieval focus</u> Revenue, costs and profit term recap from 1.1 1.2 Enterprise and entrepreneurship <u>Assessment:</u> End of Topic test 1.2	<u>Theme 1 Topic 1.4 Making the business effective</u> 1. The options for start-up and small businesses 2. The marketing mix 3. Business location 4. Business plans <u>Retrieval focus</u> 1.2 Putting a business idea into practice <u>Assessment:</u> End of Topic test 1.4	<u>Theme 1 Topic 1.3 Putting a business idea into practice</u> 1. Business aims and objectives 2. *Calculating revenues, costs and profits. 3. Cash and cash-flow 4. Sources of finance <u>Retrieval focus</u> 1.4 Making the business effective <u>Assessment:</u> End of Topic test 1.3	<u>Theme 1 Topic 1.5 Understanding external influences</u> 1. Business stakeholders 2. Technology and business 3. Legislation and business 4. The economy and business 5. External influences <u>Retrieval focus</u> 1.5 Understanding external influences <u>Assessment:</u> End of year mock paper on 1.1 to 1.5

11	Edexcel GCSE Business Year 11						
		<p><u>Theme 2 Topic 2.1</u> <u>Growing the business</u></p> <p>1. Ethics, the environment and business</p> <p><u>Theme 2 Topic 2.5</u> <u>Making human resource decisions</u></p> <p>1. *Organisational structures 2. Effective recruitment 3. Effective training and development 4. Motivation</p> <p><u>Retrieval focus</u> 2.1 Business growth, Globalisation</p> <p><u>Assessment:</u> End of Topic test 2.1</p>	<p><u>Theme 2 Topic 2.2</u> <u>Making marketing decisions</u></p> <p>1. Product, Price, Promotion and Place 2. Using the marketing mix to make business decisions 3. *The sales process</p> <p><u>Retrieval focus</u> 1.2 Spotting a business opportunity 2.1 Business growth, Globalisation</p> <p><u>Assessment:</u> End of Topic test 2.2</p>	<p><u>Theme 2 Topic 2.3</u> <u>Making operational decisions</u></p> <p>1. Business operations 2. Working with suppliers 3. Managing quality</p> <p><u>Retrieval focus</u> 1.3 Putting a business idea into practice 2.2 Making marketing decisions</p> <p><u>Assessment:</u> End of Topic test 2.3</p>	<p><u>Theme 2 Topic 2.4</u> <u>Making financial decisions</u></p> <p>1. Business calculations 2. Understanding business performance</p> <p><u>Retrieval focus</u> 1.4 Making the business effective 2.3 Making operational decisions</p> <p><u>Assessment:</u> End of year mock paper on 2.1 to 2.5</p>	<p>Focussed revision sessions based on gaps of knowledge and weak areas.</p> <p>Revision 1.1 to 2.5</p>	

A-LEVEL BUSINESS

12	Edexcel A Level Business Year 12	<u>Theme 1 Marketing and people Section 1.1 Meeting customer needs</u> 1. The market 2. Market research 3. Market positioning	<u>Theme 1 Marketing and people Section 1.3 Marketing mix and strategy</u> 1. Product/service design 2. Branding and promotion 3. Pricing strategies 4. Distribution 5. Marketing strategy	<u>Theme 1 Marketing and people Section 1.5 Entrepreneurs and leaders</u> 1. Role of an entrepreneur 2. Entrepreneurial motives and characteristics 3. business objectives 4. Forms of business 5. Business choices 6. Moving from entrepreneur to leader	<u>Theme 2 Managing business activities Section 2.2 Financial planning</u> 1. Sales forecasting 2. Sales, revenue and costs 3. Break-even 4. Budgets	<u>Theme 2 Managing business activities Section 2.4 Resource management</u> 1. Production, productivity and efficiency 2. Capacity utilisation 3. Stock control 4. Quality management	<u>Theme 3 Business decisions and strategy Section 3.1 Business decisions and strategy</u> 1. Corporate objectives 2. Theories of corporate strategy 3. Ansoff's Matrix 4. SWOT analysis 5. Impact of external influences 6. The competitive environment
		<u>Assessment:</u> End of Theme 1 Section 1.1 test	<u>Assessment:</u> Mini Mock on 1.1 to 1.3	<u>Assessment:</u> Mock exam on 1.1 to 1.5	<u>Assessment:</u> End of Theme 2 Section 2.2 test	<u>Assessment:</u> End of Theme 2 Section 2.4 test	
		<u>Theme 1 Marketing and people Section 1.2 The market</u> 1. Demand 2. Supply 3. Markets 4. Price elasticity of demand 5. Income elasticity of demand	<u>Theme 1 Marketing and people Section 1.4 Managing people</u> 1. Approaches to staffing 2. Recruitment, selection and training 3. Organisational design	<u>Theme 2 Managing business activities Section 2.1 Raising finance</u> 1. Internal finance 2. External finance 3. Liability 4. Planning	<u>Theme 2 Managing business activities Section 2.3 Managing finance</u> 1. Profit 2. Liquidity 3. Business failure	<u>Theme 2 Managing business activities Section 2.5 External influences</u> 1. Economic influences 2. Legislation 3. The competitive environment	<u>Theme 3 Business decisions and strategy Section 3.4 Influences on business decisions</u> 1. Corporate influencers 2. Corporate culture 3. Shareholders versus stakeholders 4. Business ethics


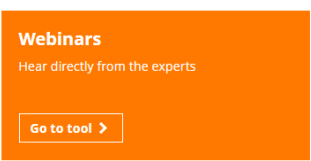

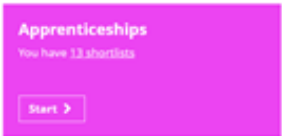
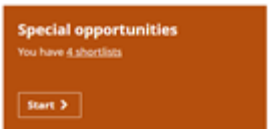
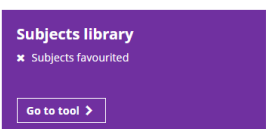
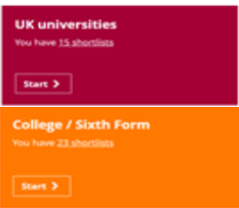
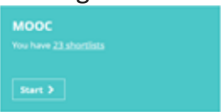
		<u>Assessment:</u> End of Theme 1 Section 1.2 test	4. Motivation in theory and practice 5. Leadership <u>Assessment:</u> End of Theme 1 Section 1.4 test	<u>Assessment:</u> End of Theme 2 Section 2.1 test	<u>Assessment:</u> End of Theme 2 Section 2.3 test	<u>Assessment:</u> End of year mock paper on Theme 2 Managing business activities	<u>Assessment:</u> End of Theme 3 section 3.1 and 3.4 test
13	Edexcel A Level Business Year 13	<u>Theme 3 Business decisions and strategy Section 3.2 Business growth</u> 1. Growth 2. Mergers and takeovers 3. Organic growth 4. Reasons for staying small <u>Assessment:</u> End of Theme 3 Section 3.2 test <u>Theme 3 Business decisions and strategy Section 3.3 Decisions-making techniques</u> 1. Quantitative sales and forecasting 2. Investment appraisal 3. Decision trees 4. Critical path analysis	<u>Theme 3 Business decisions and strategy Section 3.5 Assessing competitiveness</u> 1. Interpretation of financial statements 2. Ratio analysis 3. Human resources <u>Assessment:</u> End of Theme 3 Section 3.5 test <u>Theme 3 Business decisions and strategy Section 3.6 Managing change</u> 1. Causes and effects of change 2. Key factors in change 3. Scenario planning	<u>Theme 4 Global business section 4.1 Globalisation</u> 1. Growing economies 2. International trade and business growth 3. Factors contributing to increased globalisation 4. Protectionism 5. Trading Blocs <u>Assessment:</u> End of Theme 4 Section 4.1 test <u>Theme 4 Global business section 4.2 Global markets and business expansion</u> 1. Conditions that prompt trade 2. Assessment of a country as a market 3. Assessment of a country as a production location	<u>Theme 4 Global business section 4.3 Global marketing</u> 1. Marketing 2. Niche markets 3. Cultural/social factors <u>Assessment:</u> End of Theme 4 Section 4.3 test <u>Theme 4 Global business section 4.4 Global industries and companies (multinational corporations)</u> 1. The impact of MNC's 2. Ethics 3. Controlling MNCs	<u>Revision</u>	-

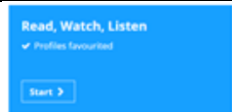
		<u>Assessment:</u> End of Theme 3 Section 3.3 tes	<u>Assessment:</u> Mock exam on Themes 3, Theme 1 & 2.	4. Reasons for global mergers or joint ventures <u>Assessment:</u> End of Theme 4 Section 4.2 test	<u>Assessment:</u> End of Theme 4 Section 4.4 test		
OCR LEVEL 3 BUSINESS							
12	OCR Level 3 Business	<u>Unit 1</u> The business environment – LO1 Understanding different types of businesses and their objectives 1. Business activity 2. Sectors of operation 3. Ownership types 4. Differing aims and objectives <u>Assessment:</u> End of unit test LO1	<u>Unit 1</u> The business environment – LO5 Understand the relationship between businesses and stakeholders 1. Stakeholders and their objectives 2. Businesses response to stakeholders <u>Assessment:</u> End of unit test	<u>Unit 2</u> Working in Business – LO1 Understanding protocols followed in business 1. Theory of organisation 2. Controls on advertising 3. Employment law 4. Professional etiquette	<u>Unit 2</u> Working in Business_LO3 Able to use business documents 1.Business simulation 2.Practical use of business documents 3.Financial interpretation 4.Meeting documentation LO4 Able to prioritise business tasks	<u>Unit 2</u> Working in Business_LO4 Understanding how to communicate with stakeholders 1. Choosing appropriate communication methods 2.Characteristics of business communication 3.Compare business communication	<u>Unit 4</u> Customers and communication P8: structure and deliver a verbal business communication so that its content and type of communication is appropriate for its audience and purpose P9: structure a written business communication so that its content and

		<p>LO2 Understanding how the functional areas of businesses work together to support the activities of businesses</p> <ol style="list-style-type: none"> 1. Key tasks of Functional areas 2. How business functions interrelate <p>LO3 Understand the effect of different organisational structures on how businesses operate</p> <ol style="list-style-type: none"> 1) Organisational structures 2) Impact of structures on business 3) Organisational charts <p>Assessment: End of unit test LO1/LO2/LO3</p> <p>LO4 Be able to use financial information</p>	<p>LO1/LO2/LO3/LO4 /LO5 LO6</p> <p>LO6 Understand the external influences and constraints on businesses and how businesses could respond</p> <ol style="list-style-type: none"> 1. Pestle analysis 2. Social/ Technological factors 3. Interest rates 4. Exchange rates <p>LO7 Understand why businesses plan</p> <ol style="list-style-type: none"> 1. Why Businesses plan 2. Sources of finance 3. Elements of business plan <p>LO8 Be able to assess performance of businesses</p> <ol style="list-style-type: none"> 4. SWOT analysis 5. Interpret performance <p>Assessment: Mock exam on Unit 1 – LO's 1, 2, 3, 4, 5, 6, 7, 8</p>	<p>LO2 Understanding Factors that influence business meetings</p> <ol style="list-style-type: none"> 1. Arranging business meeting 2. Factors that impact meetings 3. Business travel arrangements 4. Accommodation arrangements <p>Assessment: End of unit test LO1/ LO2</p> <p>Unit 4 Customers and communication – LO1 Understand who customers are and their importance to businesses</p> <p>P1: explain who the customers of a specific business are and what influences their behaviour</p> <p>P2: describe actions that a specific business has taken in response to the differing needs of its customers</p> <p>Assessment: Coursework Unit 4 task 1a</p>	<ol style="list-style-type: none"> 1. Prioritise business activities 2. Factors that impact task prioritising 3. Changing priorities 4. Changes in economy affecting priorities <p>Assessment: End of unit test LO3/ LO4</p> <p>Unit 4 Customers and communication</p> <p>P3: explain the range of customer services a specific business provides and how each area of the business has responded to the need to provide customer service</p> <p>P4: assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose</p> <p>P5: Summarise the corporate standards</p>	<p>4. How and when to use recruitment documents</p> <p>Assessment: Unit 2 mock exam</p> <p>Unit 4 Customers and communication</p> <p>P10: describe the legal constraints, ethical and security issues faced by a specific business in relation to sharing and storing business communication</p> <p>P6: demonstrate non-verbal and verbal skills when communicating with a specific customer</p> <p>P7: explain the importance of listening skills in building a rapport with specific customers</p>	<p>type of communication is appropriate for its audience and purpose</p> <p>M2: explain how a specific business manages its corporate profiles through media activity</p> <p>M1: analyse the benefits to a specific business and to its customers of maintaining and developing customer service</p> <p>D1: recommend and justify changes to the customer service provided by a specific business in order to improve the customer experience.</p>
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		to check financial health 1)calculate profit, loss, break even 2)Interpreting financial statements			and corporate profile of a specific business and explain their importance to that business		
13	OCR Level 3 Business	Unit 5 task 1: introduction to marketing <u>Assessment criteria:</u> P1: Explain the role of the marketing function in business M1: Analyse the impact of a particular marketing campaign run by a specific business P2: Describe how carrying out market analysis can benefit a business P3: Explain how businesses measure the impact of their marketing using at least two contrasting businesses	Unit 5 task 2: Constraints in marketing <u>Assessment criteria:</u> P4: Describe the constraints on marketing for a specific business P5: Select market research method, type and tools for a market research proposal and give reasons for the choice. M2: Based on own research, assess the choice or market research method and type used, explaining their effectiveness D1: Justify the choice and sequence of questions used in the market research	Unit 5 task 3: Market research <u>Assessment criteria:</u> P6: Conduct primary and secondary research to identify business opportunities for a specific business P7: Assess the validity of market research findings for a specific business opportunity against its market research proposal	Unit 5 task 4: Evaluate Market research <u>Assessment criteria:</u> M3: Based on assessment of own market research findings recommend improvements or additional market research requirements D2: Recommend and justify marketing decisions that the business could take P8: Present market research findings in an appropriate format for the data obtained and audience	Unit 5: Marketing and market research Completion of coursework task 1-4. Unit 8: Human resources 1-4. <u>Moderation and amendments.</u> Revision for unit 1&2 resits. Pre-release analysis Topics 1-5	-

		<p><u>Unit 8 task 1:</u> Human resource planning</p> <p>P1: Describe the key responsibilities of the human resources function within a business.</p> <p>P2: Describe the internal and external factors a business needs to consider when planning human resources requirements.</p> <p>P3: Assess the effectiveness of methods of training and development used by a specific business.</p>	<p><u>Unit 8 task 2:</u> Assess effectiveness of training</p> <p>P4: Describe the benefits to a specific business of training and developing employees.</p> <p>M1: Explain the effect on a business of reducing training and development opportunities.</p> <p>D1: Evaluate the training and development offered by a specific business and make justified recommendations for improvement.</p>	<p><u>Unit 8 task 3:</u> Motivation</p> <p>P5: Explain why and how a business motivates employees with reference to motivational theories.</p> <p>P6: Explain how a business measures the success of employee motivation.</p> <p>M2: Assess the benefits and drawbacks of the methods of employee motivation used by a specific business.</p>	<p><u>Unit 8 task 4:</u> Importance of performance</p> <p>P7: Explain how employee performance is monitored and managed within a specific business.</p> <p>P8: Describe the benefits to employees and businesses of the use of different performance management tools.</p> <p>M3: Analyse the benefits and drawbacks of a specific performance management tool in a specific business</p> <p>D2: Recommend and justify tools that a specific business could implement to improve employee performance.</p>		
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Careers/Gatsby benchmark links				
Links to careers/jobs	Career Talks (Possible contacts)	Career and labour market information	Work place visits	Encounters with higher/further education
<p>Unifrog – student side</p>  <p>find careers linked to your subject area using the search tool</p> <p>https://www.unifrog.org/student/careers</p> <p>e.g.</p> <p>https://www.unifrog.org/student/careers/geography</p> <p>find careers linked to your subject area</p> <p>https://www.prospects.ac.uk/job-profiles/browse-sector</p>	<p>Unifrog – student side -</p>  <p>Search here and find a suitable webinar for your subject</p> <p>https://www.unifrog.org/student/webinars</p> <p>These career clips below will be edited to shorter clips</p> <p>T:\Careers & Enterprise\Career talks\National Careers Week Talks 2021\Recordings</p> <p>Search career videos linked to your subject</p> <p>https://icould.com/explore/#subject</p> <p>e.g.</p> <p>https://icould.com/explore/categories/subject/media/</p>	<p>LMI for all widget to compare jobs – pay and growth in those sectors – bottom of page on this link https://www.altrinchamcollege.com/careers/websites</p> <p>Unifrog – Student side</p>  <p>Research over 1000 career profiles by subject area which includes a full range of up-to-date national and regional LMI.</p>  <p>Research all live apprenticeship and traineeship opportunities including a range of LMI covering jobs available, average salary and employment rate.</p> <p>https://www.prospects.ac.uk/employer-profiles</p>	<p>Unifrog – student side</p>  <p>Over 2000 Virtual WEX opportunities as well as numerous residential and summer schools. Students can search Virtual WEX opportunities by subject area.</p> <p>See AC careers bulletin – you could select any suitable virtual work experiences</p> <p>https://www.prospects.ac.uk/jobs-and-work-experience/work-experience-and-internships</p>	<p>Unifrog - student side</p>  <p>search your subject area to find University course videos/info</p> <p>https://www.unifrog.org/student/subjects</p> <p>e.g.</p> <p>https://www.unifrog.org/student/subjects/area-sciences</p> <p>Unifrog – student side</p>  <p>Undergraduate courses in the UK as well as every FE course including sixth forms.</p>  <p>Find a suitable MOOC linked to your subject for KS4 and KS5 – give students a taste for what it's like to study a module at university.</p>

		<p>Job profiles include recent LMI</p> <p>https://www.prospects.ac.uk/job-profiles/browse-sector</p> <p>See poster below Select any relevant information linked to your subject</p>		 <p>Select suitable subject specific resources from - Read, Watch & Listen tool allows students to access 1000s of wider reading materials, from journals and articles to podcasts and ted talks - subject specific.</p> <p>GM higher – search for a ‘What can I study’ for your subject</p> <p>https://gmhigher.ac.uk/resources/</p> <p>e.g.</p> <p>https://gmhigher.ac.uk/resources/what-can-i-study-part-4-business-law-mathematics/</p>
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