

Long Term Departmental Planning Overview		Subject: Business					
<p>Intention: The Business Department at Altrincham College aims to develop young business people and entrepreneurs. The business course portfolio includes Edexcel GCSE, NCFE V-CERT, OCR Cambridge Technicals and Edexcel A Level. All of these courses require students to gain a wide ranging understanding of the legal, political, social and environmental context of business as well as the basic skills required to successfully run a business. Our intention is to develop students into informed and adaptable individuals, who are fully equipped to tackle the many challenges that lie ahead of them.</p>							
Year	Curriculum Title	HT1 topics	HT2 topics	HT3 topics	HT4 topics	HT5 topics	HT6 topics
10	NCFE Business NCFE Level 1/2 Technical Award in Business and Enterprise	<p><u>Unit 1 Introduction to Business and Enterprise / 1.1</u></p> <ol style="list-style-type: none"> 1. Entrepreneurial characteristics and skills 2. Financial and Non-financial aims and objectives 3. Legal structures 4. Organisational structures 5. Restructuring 	<p><u>Unit 1 Introduction to Business and Enterprise / 1.1</u></p> <ol style="list-style-type: none"> 1. Internal and external stakeholders 2. Stakeholder engagement <p><u>Unit 1 Introduction to Business and Enterprise / 2.1</u></p> <ol style="list-style-type: none"> 1. Product types and product life cycle 2. Boston matrix 3. Marketing mix <p><u>Assessment:</u> End of unit test 1.1 and 2.1</p>	<p><u>Unit 1 Introduction to Business and Enterprise / 2.2</u></p> <ol style="list-style-type: none"> 1. Data types 2. Primary and secondary research 3. Market types 4. Orientation types <p><u>Assessment:</u> End of unit test 2.2</p>	<p><u>Unit 1 Introduction to Business and Enterprise / 3.1</u></p> <ol style="list-style-type: none"> 1. Outsourcing 2. Lean production 3. Maintaining and improving quality 4. Production methods <p><u>Assessment:</u> End of unit test 3.1</p>	<p><u>Unit 1 Introduction to Business and Enterprise / 4.1</u></p> <ol style="list-style-type: none"> 1. Customer service 2. How customer service is measured 3. Internal influences 4. Internal challenges of growth <p><u>Assessment:</u> End of unit test 4.1</p> <p><u>Unit 1 / 5.1</u></p> <ol style="list-style-type: none"> 1. External influences 2. Challenges of growth 	<p><u>Unit 2 Understanding resources for Business and Enterprise planning / 1.1</u></p> <ol style="list-style-type: none"> 1. Areas of research <p><u>Unit 2 Understanding resources for Business and Enterprise planning / 1.2</u></p> <ol style="list-style-type: none"> 1. Physical resources 2. Technological resources <p><u>Unit 2 Understanding resources for Business and Enterprise planning / 1.3</u></p>

						Assessment: End of year mock on Unit 1	1. Business growth 2. Internal growth 3. External growth
11	NCFE Business NCFE Level 1/2 Technical Award in Business and Enterprise	<p align="center"><u>Unit 2 Understanding resources for Business and Enterprise planning / 2.1</u></p> <ol style="list-style-type: none"> Internal & external growth <p align="center"><u>Unit 2 Understanding resources for Business and Enterprise planning / 2.2</u></p> <ol style="list-style-type: none"> Human resources Methods of recruitment Stages of recruitment Legal considerations Staff development Pay and remuneration 	<p align="center"><u>Unit 2 Understanding resources for Business and Enterprise planning / 3.1</u></p> <ol style="list-style-type: none"> Funding types <p align="center"><u>Unit 2 Understanding resources for Business and Enterprise planning / 3.2</u></p> <ol style="list-style-type: none"> Financial concepts and calculations Costs, liabilities and assets Financial documents Ratio analysis Cash flow management <p align="center"><u>Assessment:</u> Unit 1 Official Exam</p>	<p align="center"><u>Unit 2 Understanding resources for Business and Enterprise planning / 4.1</u></p> <ol style="list-style-type: none"> Purpose of business planning Benefits of business planning A business plan <p align="center"><u>Assessment:</u> Complete Unit 2 Understanding resources for Business and Enterprise planning coursework. 21 hours supervised time during lessons.</p>	<u>Revision/ Corrections</u>	<u>Revision/ Corrections</u>	<u>Revision/ Corrections</u>
10	Edexcel GCSE Business Year 10	<p align="center"><u>Theme 1 Topic 1.1 Enterprise and Entrepreneurship</u></p> <ol style="list-style-type: none"> Why new ideas come about How new ideas come about 	<p align="center"><u>Theme 1 Topic 1.2 Spotting a business opportunity</u></p> <ol style="list-style-type: none"> Identifying and understanding customer needs 	<p align="center"><u>Theme 1 Topic 1.3 Putting a business idea into practice</u></p> <ol style="list-style-type: none"> Business aims and objectives 	<p align="center"><u>Theme 1 Topic 1.4 Making the business effective</u></p> <ol style="list-style-type: none"> The options for start-up and small businesses Business location The marketing mix 	<p align="center"><u>Theme 1 Topic 1.5 Understanding external influences</u></p> <ol style="list-style-type: none"> Business stakeholders Technology and business 	<p align="center"><u>Theme 2 Topic 2.1 Growing the business</u></p> <ol style="list-style-type: none"> Business growth Changes in aims and objectives Business and globalisation

		<p>3. Risk and Reward 4. The role of business enterprise and the purpose of business activity 5. The role of entrepreneurship</p> <p>Assessment: End of Topic test 1.1</p>	<p>2. The purpose and methods of market research 3. Market segmentation 4. The competitive environment</p> <p>Assessment: End of Topic test 1.2</p>	<p>2. Business revenues, costs and profits. 3. Cash and cash-flow 4. Sources of finance</p> <p>Assessment: End of Topic test 1.3</p>	<p>4. Business plans</p> <p>Assessment: End of Topic test 1.4</p>	<p>3. Legislation and business 4. The economy and business 5. External influences</p> <p>Assessment: End of year mock paper on 1.1 to 1.5</p>	
11	Edexcel GCSE Business Year 11	<p>Theme 2 Topic 2.1 Growing the business 1. Ethics, the environment and business Assessment: End of Topic test 2.1</p>	<p>Theme 2 Topic 2.2 Making marketing decisions 1. Product, Price, Promotion and Place 2. Using the marketing mix to make business decisions Assessment: End of Topic test 2.2</p>	<p>Theme 2 Topic 2.3 Making operational decisions 1. Business operations 2. Working with suppliers 3. Managing quality 4. The sales process Assessment: End of Topic test 2.3</p>	<p>Theme 2 Topic 2.4 Making financial decisions 1. Business calculations 2. Understanding business performance Assessment: End of year mock paper on 2.1 to 2.5</p>	<p>Theme 2 Topic 2.5 Making human resource decisions 1. Organisational structures 2. Effective recruitment 3. Effective training and development 4. Motivation Assessment: End of Topic test 2.5</p>	<p>Revision 1.1 to 2.5</p>
12	OCR Level 3 Business	<p>Unit 1 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</p>	<p>Unit 1 The business environment – LO2 Understanding how the functional areas of businesses work together to support the activities of businesses 1. How business functions interrelate Assessment: End of unit test LO2</p>	<p>Unit 1 The business environment – LO4 Be able to use financial information to check the financial health of businesses 1. Key terms 2. Key calculations 3. Financial statements</p>	<p>Unit 4 Customers and communication – LO1 Understand who customers are and their importance to businesses 1. Different types of customer 2. What influences customer behaviour</p>	<p>Unit 4 Customers and Communication – LO2 Understand how to communicate with Customers 1. Various forms of communication 2. Business formats / corporate standards</p>	<p>Unit 4 Customers and communication – LO2 Understand how to communicate with customers 1. Corporate profile 2. Media Assessment: Coursework submission for LO2</p>

		<p>Assessment: End of unit test LO1</p> <p>Unit 1 The business environment – LO2 <u>Understanding how the functional areas of businesses work together to support the activities of businesses</u></p> <ol style="list-style-type: none"> Key tasks of Functional areas <p>Unit 1 The business environment – LO5 <u>Understand the relationship between businesses and stakeholders</u></p> <ol style="list-style-type: none"> Stakeholders and their objectives Businesses response to stakeholders <p>Assessment: End of unit test LO5</p>	<p>Unit 1 The business environment – LO3 <u>Understand the effect of different organisational structures on how businesses operate</u></p> <ol style="list-style-type: none"> Different organisational structures Elements of organisational structures The use of organisational charts <p>Assessment: End of unit test LO3</p> <p>Unit 1 The business environment – LO6 <u>Understand the external influences and constraints on businesses and how businesses could respond</u></p> <ol style="list-style-type: none"> Inflation, unemployment and taxation Environmental and political factors Legislation Ethics <p>Assessment: End of unit test LO6</p> <p>Unit 1 The business environment – LO7</p>	<p>Assessment: End of unit test LO4</p> <p>Unit 1 The business environment – LO7 <u>Understand why businesses plan</u></p> <ol style="list-style-type: none"> Why use business plans <p>Assessment: End of unit test LO7</p> <p>Unit 1 The business environment – LO8 <u>Be able to assess the performance of businesses to inform business activities</u></p> <ol style="list-style-type: none"> Success/failure of businesses SWOT analysis Interpreting business performance <p>Assessment: End of unit test LO8</p> <p>Assessment: Mock exam on</p>	<ol style="list-style-type: none"> Customer experience Importance of customer service <p>Assessment: Coursework submission for Unit 4 – LO1</p> <p>Unit 4 Customers and communication – LO3 <u>Be able to establish a rapport with customers through non-verbal and verbal communication Skills</u></p> <ol style="list-style-type: none"> Non-verbal skills Verbal skills Listening skills <p>Assessment: Coursework submission for Unit 4 – LO3</p> <p>Unit 4 Customers and communication – LO2 <u>Understand how to communicate with customers</u></p> <ol style="list-style-type: none"> Requirements and purpose of communication 	<p>Unit 4 Customers and communication– LO4 <u>Be able to convey messages for business purposes</u></p> <ol style="list-style-type: none"> Other considerations of communication <p>Assessment: Coursework submission for Unit 4 – LO4</p> <p>Unit 4 Customers and communication– LO5 <u>Know the constraints and issues which affect the sharing, storing and use of information for business communications</u></p> <ol style="list-style-type: none"> Legal constraints <p>Revision / Exam Technique for Unit 1 Exam May/June</p>	<p>Unit 4 Customers and Communication – LO5 <u>Know the constraints and issues which affect the sharing, storing and use of information for business communications</u></p> <ol style="list-style-type: none"> Ethical issues Security issues <p>Assessment: Coursework submission for LO5</p> <p>Unit 2 Working in business – LO1 <u>Understand protocols to be followed when working in business</u></p> <ol style="list-style-type: none"> Authority and confidentiality protocols Constraints on document content Checking protocols Security protocols Employment protocols <p>Assessment: End of unit test LO1</p>
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12	Edexcel A Level Business Year 12	<p><u>Theme 1 Marketing and people Section 1.1 Meeting customer needs</u></p> <ol style="list-style-type: none"> 1. The market 2. Market research 3. Market positioning <p><u>Assessment:</u> End of Theme 1 Section 1.1 test</p> <p><u>Theme 1 Marketing and people Section 1.2 The market</u></p> <ol style="list-style-type: none"> 1. Demand 2. Supply 3. Markets 4. Price elasticity of demand 5. Income elasticity of demand 	<p><u>Theme 1 Marketing and people Section 1.3 Marketing mix and strategy</u></p> <ol style="list-style-type: none"> 1. Product/service design 2. Branding and promotion 3. Pricing strategies 4. Distribution 5. Marketing strategy <p><u>Assessment:</u> Mock exam on 1.1 to 1.3</p> <p><u>Theme 1 Marketing and people Section 1.4 Managing people</u></p> <ol style="list-style-type: none"> 1. Approaches to staffing 2. Recruitment, selection and training 	<p><u>Theme 1 Marketing and people Section 1.5 Entrepreneurs and leaders</u></p> <ol style="list-style-type: none"> 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 <p><u>Assessment:</u> Mock exam on 1.1 to 1.5</p>	<p><u>Theme 2 Managing business activities Section 2.2 Financial planning</u></p> <ol style="list-style-type: none"> 1. Sales forecasting 2. Sales, revenue and costs 3. Break-even 4. Budgets <p><u>Assessment:</u> End of Theme 2 Section 2.2 test</p> <p><u>Theme 2 Managing business activities Section 2.3 Managing finance</u></p> <ol style="list-style-type: none"> 1. Profit 2. Liquidity 3. Business failure 	<p><u>Theme 2 Managing business activities Section 2.4 Resource management</u></p> <ol style="list-style-type: none"> 1. Production, productivity and efficiency 2. Capacity utilisation 3. Stock control 4. Quality management <p><u>Assessment:</u> End of Theme 2 Section 2.4 test</p> <p><u>Theme 2 Managing business activities Section 2.5 External influences</u></p> <ol style="list-style-type: none"> 1. Economic influences 	<p><u>Theme 3 Business decisions and strategy Section 3.1 Business decisions and strategy</u></p> <ol style="list-style-type: none"> 1. Corporate objectives 2. Theories of corporate strategy 3. Ansoff’s Matrix 4. SWOT analysis 5. Impact of external influences 6. The competitive environment <p><u>Theme 3 Business decisions and strategy Section 3.4 Influences on</u></p>

		<p><u>Assessment:</u> End of Theme 1 Section 1.2 test</p>	<p>3. Organisational design 4. Motivation in theory and practice 5. Leadership <u>Assessment:</u> End of Theme 1 Section 1.4 test</p>	<p><u>Theme 2</u> <u>Managing business activities Section</u> <u>2.1 Raising finance</u> 1. Internal finance 2. External finance 3. Liability 4. Planning <u>Assessment:</u> End of Theme 2 Section 2.1 test</p>	<p><u>Assessment:</u> End of Theme 2 Section 2.3 test</p>	<p>2. Legislation 3. The competitive environment <u>Assessment:</u> End of year mock paper on Theme 2 <u>Managing business activities</u></p>	<p><u>business decisions</u> 1. Corporate influencers 2. Corporate culture 3. Shareholders versus stakeholders 4. Business ethics <u>Assessment:</u> End of Theme 3 section 3.1 and 3.4 test</p>
13	Edexcel A Level Business Year 13	<p><u>Theme 3</u> <u>Business decisions and strategy Section</u> <u>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</p> <p><u>Theme 3</u> <u>Business decisions and strategy</u> <u>Section 3.3 Decisions-making techniques</u></p>	<p><u>Theme 3 Business decisions and strategy Section 3.5</u> <u>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</p> <p><u>Theme 3 Business decisions and strategy Section</u> <u>3.6 Managing change</u> 1. Causes and effects of change</p>	<p><u>Theme 4 Global business section</u> <u>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</p> <p><u>Theme 4 Global business section</u> <u>4.2 Global markets and business expansion</u> 1. Conditions that prompt trade</p>	<p><u>Theme 4 Global business section</u> <u>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</p> <p><u>Theme 4 Global business section</u> <u>4.4 Global industries and companies (multinational corporations)</u> 1. The impact of MNC's 2. Ethics</p>	<p><u>Revision</u></p>	<p><u>Revision</u></p>

		<ol style="list-style-type: none"> 1. Quantitative sales and forecasting 2. Investment appraisal 3. Decision trees 4. Critical path analysis <p><u>Assessment:</u> End of Theme 3 Section 3.3 test</p>	<ol style="list-style-type: none"> 2. Key factors in change 3. Scenario planning <p><u>Assessment:</u> Mock exam on Themes 3, Theme 1 & 2.</p>	<ol style="list-style-type: none"> 2. Assessment of a country as a market 3. Assessment of a country as a production location 4. Reasons for global mergers or joint ventures 5. Global competitiveness <p><u>Assessment:</u> End of Theme 4 Section 4.2 test</p>	<ol style="list-style-type: none"> 3. Controlling MNCs <p><u>Assessment:</u> End of Theme 4 Section 4.4 test</p>		
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