

Rationale:

GCSE BUSINESS: Students follow the course in a logical order as specified on the course specification. The Edexcel Business GCSE 9-1 is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing a business and global businesses (Theme 2). There are two equally weighted exam papers which students sit in Year 11. Theme 1 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 setting up a business. Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.

BTEC BUSINESS LEVEL 3

In the Business Level 3 Extended Diploma students learn about the structure of business organisations and the processes involved in planning, setting up and running a business venture, such as: management and human resources, finance, marketing, basic economics and ethics, and the importance of innovation and creativity in business. Students on this course first complete the unit Exploring Business learning about the features of businesses and how they are organised. They then move onto marketing which is an exam based unit. This leads on from unit 1 and goes into detail on the role of marketing in a business and market research. Students are required to write 6 pages of notes to be used in the exam at the end of the first year.

Students having gained many of the foundation concepts in year one move onto business finance and human resources in detail, all sequenced in logical order of flow and knowledge gained.

	Autumn	Spring	Summer
Year 11	Topic 2.2 Making marketing decisions/part Topic 2.3 Making operational decisions Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions Review of financial calculations Exam Preparation Theme 1 Exam technique and command word work/essay skills Exam Preparation Theme 2 Exam technique and command word work/essay skills	Revision

Year 12	<p>Unit 1 - Exploring Business - C/W</p> <p>A Explore the features of different businesses</p> <p>B Investigate how businesses are organised</p> <p>C Examine the environment in which businesses operate/ D Examine business markets</p> <p>E Investigate the role and contribution of innovation</p>	<p>A1 The role of marketing</p> <p>A2 Influences on marketing activity</p> <p>B1 Purpose of researching information</p> <p>B2 Market research use</p> <p>B3 Developing the rationale</p>	<p>C1-C4 Marketing</p> <p>Exam technique and command word work/essay skills</p> <p>EXAM</p>
Year 13	<p>Managing personal finance</p> <p>Understand the importance of managing personal finance</p> <p>Explore the personal finance sector</p> <p>Managing Business Finance</p> <p>Understand the purpose of accounting</p> <p>Explain and evaluate different sources of business finance</p> <p>Break-even and cash flow forecasts</p> <p>Complete statements of comprehensive and financial position and evaluate a businesses performance</p>	<p>Unit 8:Recruitment and Selection Process</p> <p>Examine how effective recruitment and selection contribute to business success</p> <p>Ethical and legal considerations involved in the recruitment and selection process</p> <p>Produce documentation for specific job roles</p>	<p>Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p>Evaluate the importance of key documentation used within the recruitment process</p> <p>Plan career development</p>