

Curriculum Intent - Business

Year 10 (what do you want year 10 to know by the end of the year and why?)

What

Theme 1: Investigating small business (*Paper code: 1BS0/01)

Content overview

Topic 1.1 Enterprise and entrepreneurship

Topic 1.2 Spotting a business opportunity

Topic 1.3 Putting a business idea into practice

Topic 1.4 Making the business effective

Topic 1.5 Understanding external influences on business

Theme 2: Building a business (Paper code: 1BS0/02)

Topic 2.1 Growing the business

Topic 2.2 Making marketing decisions

Why

We start the course with knowledge from Theme 1 as it concentrates on the key business concepts, issues and skills involved in starting and running a small business. This unit provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these interdependencies and relationships underpin business decisions. The sequence followed would as per spec which is the most logical sequence to follow.

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 emphasis on aspects of marketing, operations, finance and human resources. This must be completed after theme 1 as theme 1 is where the foundation core concepts are taught.

Year 11 (what do you want year 11 to know by the end of the year and why?)

What

Theme 2: Building a business (Paper code: 1BS0/02) - upto December

- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions

Why

Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this. The sequence followed would as per spec which is the most logical sequence to follow.

Year 12 (what do you want year 12 to know by the end of the year and why?)

What

Unit 1 - Exploring Business - C/W

A Explore the features of different businesses and analyse what makes them successful

B Investigate how businesses are organised

C Examine the environment in which businesses operate

D Examine business markets

E Investigate the role and contribution of innovation and enterprise to business success.

Unit 2: Develop a Marketing Campaign - Exam

A An Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign.

- A1 The role of marketing
- A2 Influences on marketing activity

B Using information to develop the rationale for a marketing campaign

- B1 Purpose of researching information to identify the needs and wants of customers
- B2 Market research methods and use
- B3 Developing the rationale

C Planning and developing a marketing campaign

- C1 Marketing campaign activity
- C2 Marketing mix
- C3 The marketing campaign
- C4 Appropriateness of marketing campaign

Why

Once students have a solid grasp of core business concepts which is crucial for those that have not studied business at GCSE level they are ready to move onto the next mandatory module. Marketing is central to the success of any business. Students will gain an understanding of how a marketing campaign is developed. They will explore different stages of the process that a business goes through when developing its campaign and develop your own campaign for a given product/service. Students will also examine the marketing aims and objectives for existing products/services and understand the importance of relevant, valid and appropriate research in relation to customers' needs and Wants. To complete the assessment task within this unit, you will need to draw on your learning from across your programme. The sequence followed would as per spec which is the most logical sequence to follow.

Year 13 (what do you want year 13 to know by the end of the year and why?)

What

Unit 3: Personal and Business Finance - EXAM

Content area A Understand the importance of managing personal finance

Content area B Explore the personal finance sector

Content area C Understand the purpose of accounting

Content area D Select and evaluate different sources of business finance

Content area E Break-even and cash flow forecasts

Content area F Complete statements of comprehensive income and financial position and evaluate a business's performance

Unit 8: Recruitment, Selection and Employment - C/W

A know about job roles and functional areas in business

B produce documentation for specific job roles

C demonstrate interview skills and plan career development.

Why

Now that students have a solid grasp of how a business is run and how products are marketed. They will now move onto looking at financial decisions in a business and their lives.

Students will make important financial decisions throughout their life. The choices they make will not be without some risk and need to be taken very carefully. This unit will help students to understand how to manage their personal/business finances and make informed decisions to help prevent future financial difficulties. They will also draw on their knowledge of the previous 2 units to produce financial documents such as cash flow sheet and break evens.

The final coursework unit explores the recruitment and selection process of a business. The success of any business is largely due to the calibre of the people who work for it. A business will strive to ensure that it has the right people in the right place at the right time. In this unit students will be introduced to the variety of job roles that exist within businesses and the various functions that are performed by individual roles, as well as the types of organisational structures used in businesses. They will discover that there are a number of important roles in any business which have to be performed effectively for that business to be successful. Businesses use person specifications and job descriptions to ensure that they recruit the best people to fill job vacancies. Students will be given the opportunity to complete these important documents for given job roles and will also have the opportunity to complete an application and an **interview** for a specific job role. You will also consider how to prepare for an interview and employment and the necessary steps for career planning by producing their own career development plan.