

## Business

### Curriculum Intent

The purpose of our curriculum is to expand/broaden pupils' knowledge and understanding of Business Studies. Its focus is on understanding business concepts, terminology, objectives and the integrated nature of business and how this affects individuals, the wider society and economies. With a clear focus on local and national markets to build upon their cultural awareness.

Our curriculum allows pupils to become critical and reflective thinkers with enquiring minds. The analytical and evaluative skills they acquire throughout GCSE are further developed at A level where a range of relevant businesses are explored contextually. Students are able to use their transferable skills acquired in business such as decision making, problem solving, challenging of assumptions, qualitative and quantitative data and apply their numerical skills in a range of contexts. We believe pupils will better place to consider the usefulness of theory and apply their knowledge and understanding of real world issues which affect businesses.

### Year 10 & 11 Business Studies GCSE

### Year 11 BTEC Business

### Year 12 & 13 Business

**In Year 10 pupils will cover Theme 1 which comprises five topic areas.**

**T1: Topic 1.1** Enterprise and entrepreneurship – Students must be able to answer how and why business ideas come about. Students must also explore and be able to state and explain the impact of risk and reward on business activity and the role of entrepreneurship.

**T2: Topic 1.2** Spotting a business opportunity – Students must be able to explain how new and small businesses identify opportunities through understanding customer needs and conducting market research. Students must explain how competition is both advantageous and disadvantageous to business ideas..

**T3: Topic 1.3** Putting a business idea into practice – Students must state and explain how making a

The BTEC Tech Award is an introduction to vocational learning. The Awards give learners the opportunity to build skills that show an aptitude for further learning both in the business sector and more widely. The approach to the suite is based on well-established BTEC assessment approaches that are proven to be successful in building skills and motivating learners to engage fully with challenging study. It does not limit progression options because the skills acquired are applicable to a range of post-16 study options.

Students will study 3 different components for this qualification with component 1 and 2 being attempted in year 10 and component 3 in year 11.

**Component 1:** Learners will have the opportunity to develop knowledge and understanding of the different types of enterprise and their ownership, looking at the characteristics of small and medium enterprises

**In Year 12 pupils will cover**

#### **Theme 1 (Marketing and People)**

Entrepreneurs and leaders.  
Meeting customer needs  
The market  
Marketing mix and strategy  
Managing people

#### **Theme 1**

**T1:** Students will explain and analyse how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

**T2:** Students will be able to explain and analyse how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers.

business idea happen through identifying aims and objectives and concentrating on the financial aspects.

**T4: Topic 1.4** Making the business effective – Students must explore and explain a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

**T5: Topic 1.5** Understanding external influences on business – Students will be able to explain how businesses respond to external influences of the business. Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy.

**In Year 11 pupils will cover Theme 2 which comprises five topic areas.**

**T1: Topic 2.1** Growing the business – Students must be able to explain and analyse methods of growth and how and why business aims and objectives change as businesses evolve. Students will be able to assess the impact of globalisation and the ethical and environmental questions facing businesses

**T2: Topic 2.2** Making marketing decisions – Students will explain and analyse how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.

**T3: Topic 2.3** Making operational decisions – Students will explain and analyse how businesses meet customer needs through the design, supply, quality and sales decisions a business makes.

(SMEs) and entrepreneurs with reasons for levels of success. They will understand the importance of having a clear focus on the customer and the importance of meeting their needs.

**Component 2:** Learners will use the research knowledge gained from Component 1 to consider a number of ideas before developing a plan for a realistic micro-enterprise activity. They will have the opportunity to plan how best to set up the chosen enterprise and how to fund it. They will need to take responsibility for creating and then delivering a pitch for their developed idea to an audience using their knowledge of business, and demonstrating entrepreneurial characteristics, qualities and skills. In the final part of the component learners will use feedback to review your plan and pitch for the micro-enterprise activity, reflecting on their plan,

**Component 3:** Learners will explore the different promotional methods used by enterprises and the factors that influence how enterprises identify and target their market. Learners will explore financial documents and how to use them to monitor and improve the performance of an enterprise in order to make decisions and recommend strategies for success.

**T3:** Students will explain and analyse how businesses need to adapt their marketing to operate in a dynamic business environment.

### **Theme 2 (Managing Business Activities)**

Raising finance  
Financial planning  
Managing finance  
Resource management  
External influences.

### **Theme 2**

**T4:** Students will explain and analyse how raising and managing finance and measuring business performance will be used by the business and external stakeholders.

**T5:** Students will explain and analyse the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality.

**T6:** Students will explain and analyse how the external influences that have an impact on businesses, including economic and legal factors.

**In Year 13 pupils will cover**

### **Theme 3 (Business Decision and Strategies)**

Business objectives and strategy Business growth  
Decision-making techniques Influences on business  
decisions Assessing competitiveness Managing change

### **Theme 3**

**T1:** Students will be to state, analyse and consolidate their understanding of the core concepts and to take a

<p><b>T4: Topic 2.4</b> Making financial decisions – Students will use the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</p> <p><b>T5: Topic 2.5</b> Making human resource decisions – Students will state and explain how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.</p>		<p>strategic view of business opportunities and issues.</p> <p><b>T2:</b> Students will analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow.</p> <p><b>T3:</b> Students will explain and analyse the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.</p> <p><b>Theme 4 Global Business (Inclusive of Pre-release)</b>  Globalisation global markets and business expansion  Global marketing  Global industries and companies (multinational corporations).</p> <p><b>Theme 4</b>  <b>T4:</b> Students will investigate businesses that trade on a global scale and explore their reasons for doing so, thus being able to explain and analyse business decisions.</p> <p><b>T5:</b> Students will develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities, thus being able to explain and analyse business decisions.</p>
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