



Year 9 Curriculum Overview: Business



Autumn Term

Topics/ content outline:

1. Starting a small business

Powerful Knowledge (key concepts, skills)

Types of industries
Company profile
Entrepreneur
Idea generation
USP
Branding
Dealing with failure
Market research
Target market
Social media
Advertising
Revenues, costs and profits

Market mapping
Location

What will you be assessed on?

Common Assessment 1 -Logo, objectives and brand name and explanation of idea

Common Assessment 2 – Social media activity for your business

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Use showbie to improve your knowledge and understanding of the concepts we are working on at that time

Spring Term

2. Investigating Marketing Techniques

Innovation
Marketing
Branding
Advertising
Rebranding
Market research
Teamwork

Common Assessment 1 – Rebrand Dairy Milk

Common Assessment 2 – Storyboards for Cadburys

- Encourage students to read and stay up-to-date with business in the real world
- Use showbie to improve your knowledge and understanding of the concepts we are working on at that time

Summer Term

3. Retail & Staff management

Retail
Window dressing
Hero products
Product design
Recruitment and selection
Job description
Job specification
Interview techniques
Shortlisting
Shop planning

Common Assessment 1 – The importance and benefits of an eye-catching window

Common Assessment 2 – Planning the shop floor

- Encourage students to read and stay up-to-date with business in the real world
- Use showbie to improve your knowledge and understanding of the concepts we are working on at that time



Year 10 Curriculum Overview: Business



Autumn Term

Topics/ content outline:

- 1.1 Enterprise and entrepreneurship
- 1.2 Spotting a business opportunity
- 1.3 Putting a business idea into practice

Powerful Knowledge (key concepts, skills)

The dynamic nature of business
Risk and reward
The role of business enterprise
Customer needs
Market research
Market segmentation
The competitive environment
Business aims and objectives

What will you be assessed on?

End of unit tests

1.1 Enterprise and entrepreneurship
1.2 Spotting a business opportunity

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Spring Term

- 1.3 Putting a business idea into practice
- 1.4 Making the business effective
- 1.5 Understanding external influences on business

Business revenues, costs and profits
Cash and cash-flow
Sources of business finance
The options for start-up and small businesses
Business location
The marketing mix
Business plans
Business stakeholders

End of unit tests
1.3 Putting a business idea into practice
1.4 Making the business effective

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Summer Term

- 1.5 Understanding external influences on business
- Exam preparation

Technology and business
Legislation and business
The economy and business
External influences
Exam preparation

End of unit test
1.5 Understanding external influences

End of year exam – Past GCSE paper 1

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers



Year 11 Curriculum Overview: Business



Autumn Term

Topics/ content outline:

- 2.1 Growing the business
- 2.2 Making marketing decisions

Powerful Knowledge (key concepts, skills)

Business growth
Changes in business aims and objectives
Business and globalisation
Ethics, the environment and business
Product
Price
Promotion
Place
Marketing mix

What will you be assessed on?

End of unit test
2.1 Growing the business

Year 11 mock.
All of theme 1 – paper 1
2.1 & 2.2 – paper 2

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers

Spring Term

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

Business operations
Working with suppliers
Managing quality
The sales process
Business calculations
Business performance
Organisational structures
Effective recruitment
Training and development

End of unit test
2.3 Making operational decisions
2.4 Making financial decisions

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Summer Term

- 2.5 Making human resource decisions

Motivation
Exam preparation

End of unit test
2.5 Making human resource decisions

GCSE exam

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers



Year 12 Curriculum Overview: Business



Autumn Term

Topics/ content outline:

Theme 1 – Marketing & People
1.1 Meeting customer needs
1.5 Entrepreneurs & Leaders
1.3 Marketing Mix & Strategy

Theme 2 – Managing business activities
2.1 Raising finance
2.2 Financial Planning
2.3 Managing Finance

Powerful Knowledge (key concepts, skills)

The market
 Role of an entrepreneur
 Entrepreneurial motives & characteristics
 Moving from entrepreneurial to leader
 Forms of business
 Business objectives
 Business choices
 Market research
 Market positioning
 Product/service design
 Branding and promotion

Liability
 Internal finance
 External finance
 Planning
 Sales forecasting
 Budgets
 Sales, revenue and costs
 Profit
 Break-even

What will you be assessed on?

End of unit tests – Theme 1
 Common Assessment 1 – 1.1 Meeting customer needs
 Common Assessment 2 – 1.3 Marketing Mix & Strategy

End of unit Tests – Theme 2
 Common Assessment 1 – 2.1 Raising finance
 Common Assessment 2 – 2.2 Financial Planning

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Spring Term

1.3 Marketing Mix & Strategy
1.2 The market
1.4 Managing people

2.3 Managing finance
2.4 Resource management

Pricing strategies
 Distribution
 Marketing strategy
 Demand
 Supply
 Markets
 PED
 YED
 Approaches to staffing
 Recruitment, selection and training
 Organisation design

Liquidity
 Business failure
 Production, productivity and efficiency
 Capacity utilisation
 Stock control
 Quality management

End of unit tests – Theme 1
 Common Assessment 3 – 1.3 Marketing Mix & Strategy
 Common Assessment 4 – 1.2 The market

End of unit Tests – Theme 2
 Common Assessment 3 – 2.3 Managing Finance
 Common Assessment 4 – 2.4 Resource Management

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Summer Term

1.4 Managing people
2.5 External influences
Exam preparation

Motivation
 Leadership

Economic influences
 Legislation
 The competitive environment

Retrieval of previous learning

End of unit tests – Theme 1
 Common Assessment 5 – 1.4 Managing people

End of unit Tests – Theme 2
 Common Assessment 5 – 2.5 External Influences

End of year 12 exam
 Paper 1 – All of theme 1
 Paper 2 – All of theme 2

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers



Year 13 Curriculum Overview: Business



Autumn Term

Topics/ content outline:

Theme 3 – Business decisions & strategy
3.1 Business objectives & strategy
3.4 Influences on business decisions
3.2 Business growth

Theme 4 – Global business
4.2 Global markets and business expansion
4.4 Global industries and companies
4.1 Globalisation

Powerful Knowledge (key concepts, skills)

Corporate objectives	Conditions that prompt trade
Corporate influences	Assessment of a country as a market
Shareholders vs stakeholders	Assessment of a country as a production location
Corporate culture	Global mergers or joint ventures
Business ethics	SWOT analysis
Theories of corporate strategy	Impact of external influences
Global competiveness	Growth
Cultural and social issues	Mergers and takeovers
The impact of MNCs	Organic growth
Ethics	Reasons for staying small
Controlling MNCs	Quantitative sales forecasting
Growing economies	

What will you be assessed on?

End of unit tests – Theme 3
 Common Assessment 1 – 3.1 Business objectives and strategy 3.4 Influences on business decisions
 Common Assessment 2 – 3.2 Business growth

End of unit Tests – Theme 4
 Common Assessment 1 – 4.2 Global markets & business expansion
 Common Assessment 2 – 4.4 Global industries and companies

How can you help at home?

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions

Spring Term

3.3 Decision-making techniques
3.5 Assessing Competitiveness

4.1 Globalisation
4.3 Global marketing

Mock Preparation

Investment appraisal	International trade and growth
Decision trees	Factors contributing to increased globalisation
Critical Path Analysis	Protectionism
Interpretation of financial statements	Trading blocs
Ratio Analysis	Marketing
Human Resources	Niche markets

Mock exam – Paper 1 – Theme 1&4
 Paper 2 – Theme 2&3

End of unit tests – Theme 3
 Common Assessment 3 – 3.3 Decision-making techniques & 3.5 Assessing competitiveness

End of unit Tests – Theme 4
 Common Assessment 3 – 4.1 Globalisation & 4.3 Global marketing

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers

Summer Term

3.6 Managing change

Paper 3 preparation (pre-release material)

Exam Preparation

Causes and effects of change
 Key factors in change
 Scenario planning
 Pre-release

A -level exams

Paper 1 – Theme 1&4
 Paper 2 – Theme 2&3
 Paper 3 - All themes based on a pre-released industry

- Encourage students to read and stay up-to-date with business in the real world
- Help students revise for the end of unit tests
- Check showbie to identify key resources that can help to further understanding – such as knowledge checkers, revision strategies and key questions
- Use showbie to access past papers