



Curriculum Intent

GCSE BUSINESS



PRIORITIES IN WHOLE SCHOOL CURRICULUM INTENT

Enjoyment of learning
Read well and understand complex subject texts
Knowledge acquisition and recall
Extensive vocabulary
Effective communication through writing, speaking & listening, and use of technology
Numeracy
Critical evaluation of information
Enterprise and problem-solving
Collaboration

KEY QUESTIONS TO CONSIDER

1. Why has content been selected? Is there sufficient focus on the most powerful knowledge, concepts and skills?
2. Does learning provide sufficient challenge? Is there sufficient challenge for all learners in all year groups?
3. Why is learning sequenced in this way? Does the sequence enable students to build on prior learning, and learn in increasing breadth and depth over time?
4. How is learning sequenced or spaced to promote long-term memory? Learning will be re-visited through do now tasks and HW weekly, this will look at prior learning sequenced. This will be tailored to individual classes based on progress and attainment.

SUBJECT CURRICULUM INTENT

GCSE Business helps students to gain knowledge and understanding of key business concepts and give the students the opportunity to explore real business issues and how businesses work. The clear and straightforward structure to our new specification will support your teaching and students' learning.


Students will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

Students apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour. Students will apply their knowledge and understanding to business decision making including:

- the interdependent nature of business activity
- influences on business
- business operations, finance
- marketing and human resources
- and how these interdependencies underpin business decision making
- how different business contexts affect business decisions

YEAR 10					
	CONCEPTS	KNOWLEDGE	SKILLS	RATIONALE The course is sequenced by the board to be delivered in order.	PERSONAL DEVELOPMENT
Term 1	PROFIT REVENUE MARKETING ENTREPRENEURS RESOURCES CUSTOMER STAKEHOLDER RESOURCES MARKETING COMPETITION RISK	1.1 Enterprise & Entrepreneurship 1.2 Spotting a Business Opportunity	<ul style="list-style-type: none"> draw on the knowledge and understanding use business terminology to identify and explain business activity apply business concepts to familiar and unfamiliar contexts 	To understand the dynamic nature of business in relation to how and why business ideas comes about. How they identify opportunities through understanding customer needs and conducting market research	<p style="text-align: center;"><u>CEIAG</u></p> Range of career opportunities linked to 1.1 & 1.2- Videos EG Dragons Den. <p style="text-align: center;"><u>PDE & E</u></p> Pupils develop an awareness of business and the UK economy. How these are linked and the impact on the UK society. Develop knowledge and understanding of competition and the impacts of this. The role of entrepreneurship within the economy and career options. <p style="text-align: center;"><u>SMSC</u></p> Awareness of different cultures and beliefs, links to segmentation and how businesses target certain groups. Pupils will develop knowledge of ethics, how

					<p>these are developed and how businesses can make a stand for making ethic choices.</p> <p><u>British Values</u></p> <p>The public and private sector, how these businesses operate within the UK. How the UK has important institutions such as the BBC and NHS.</p> <p>The role of the UK Government in relation to Business and the economy.</p>
	<p><u>Essential knowledge 1.1 & 1.2:</u></p> <p>What is an Entrepreneur and why they set up enterprises. List characteristics of an entrepreneur. What are goods and services. How businesses meet demand. How and why products / services are developed.</p> <p><u>Essential skills:</u></p> <p>Structure of the course and how they are assessed. How to answer 3-mark questions and understand what is context and balance.</p>				
Term 2	PROFIT ENTREPRENEURS QUALITY PLANNING	1.3 Putting an idea into practice 1.4 Making the Business Effective	<ul style="list-style-type: none"> develop problem solving and decision making skills relevant to business investigate, analyse and evaluate business opportunities and issues 	Pupils will develop their knowledge to explore how and why businesses set aims, how these are reviewed and lead to a successful business future.	<p><u>CEIAG</u></p> <p>Range of career opportunities linked to 1.3 & 1.4- Videos EG BBC bitesize.</p> <p><u>PDE & E</u></p> <p>Pupils deepen their understanding of business</p>

	MARKETING COMPETITION COSTS REVENUE PROFIT		<ul style="list-style-type: none"> make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills 		and the UK economy. How these are linked and the impact on the UK society, the role of small business and entrepreneurship. Develop knowledge and understanding of competition and the impacts of this. <p style="text-align: center;"><u>BRITISH VALUES</u></p> The public and private sector, how these businesses operate within the UK. How the UK has important institutions such as the BBC and NHS. The role of the UK Government in relation to Business and the economy. <p style="text-align: center;"><u>ONLINE AND MEDIA</u></p> Pupils gain knowledge of businesses online presence and how this can help gain a competitive advantage. The use of target marketing and the responsibilities accompanying online marketing.

	<p>Essential knowledge 1.3 & 1.4: Understanding of the difference between aims and objectives including why businesses set these. Students will understand a range of factors that impact on the success of the business: location, the marketing mix and the business plan.</p> <p>Essential skills: How to answer 6 mark Discuss / Analyse questions.</p>				
Term 3	STAKEHOLDERS PLANNING RESOURCES COSTS ECONOMY CUSTOMER	1.5 Understanding external influences DTT	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of business concepts and issues. • Apply knowledge and understanding of business concepts and issues to a variety of contexts. • Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions. 	Pupils explore the wider context of business. The Economy; how external factors effect businesses and how they can respond / plan for this. Diagnosis Therapy Testing; personalised.	<p>CEIAG Range of career opportunities linked to 1.3 & 1.5- Videos EG My Path-careers in the financial sector.</p> <p>SMSC Awareness of different countries, laws, imports & exports. The reasons behind this and the impact of Tariffs on international trade.</p> <p>BRITISH VALUES The role of the UK Government in relation to Business and the economy. Interest and exchange rates, the impact of these on trade and the economy. The UK Laws that impact business including employment law.</p> <p>RSE</p>

					<p>The equalities act; what the law states and how business must comply with this.</p> <p><u>CITIZENSHIP</u></p> <p>Awareness of the role of the UK government, the reactions and responsibilities linked to business activity and the impact on citizens.</p> <p><u>EQUALITY & DIVERSITY</u></p> <p>UK legislation: Equality Act. The recruitment and selection process. Management of employees.</p> <p><u>ENRICHMENT</u></p> <p>Possible visits to local businesses; Waterfields, Pataks, Landrover Leigh Enterprise Challenge. Speaker in school if available. Possible workshops EG bank of England.</p>
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Essential knowledge 1.5:

Understand the external influences on business – students will know the range of factors, many of which are outside of the immediate control of the business.

Students will explore how businesses respond to these influences, and apply their knowledge in a given context.

Essential skills:

Application of context.

9 mark Justify exam questions.

Essential knowledge for Unit 1:

Key business concepts, issues and skills involved in starting and running a small business.

The difference between local and national businesses.

The impact customers buying habits can have on businesses.

Business activity including; business operations, finance, marketing and human resources.

Essential Skills for Unit 1:

Theme 1 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.

Application of the formulas:

Sales Revenue

Cashflow

Net Cashflow

Profit / Loss

Fixed Costs

Variable Costs

Break Even

Margin of Safety

Exam technique; the aim is for students to have secure skills in answering 3-9 mark questions. 12 mark questions are introduced in the summer term but students may not yet be secure on the structure to answer these.

YEAR 11

	CONCEPTS	KNOWLEDGE	SKILLS	RATIONALE Course structure to be followed as set by the board.	PERSONAL DEVELOPMENT
Term 1	PROFIT REVENUE MARKETING ENTREPRENEURS RESOURCES CUSTOMER STAKEHOLDER RESOURCES MARKETING COMPETITION RISK	2.1 Growing the Business 2.2 Making marketing Decisions 2.3 Making Product Decisions	<ul style="list-style-type: none"> • Demonstrate knowledge and understanding of business concepts and issues. • Apply knowledge and understanding of business concepts and issues to a variety of contexts. • Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions. 	Within theme 2 pupils follow similar content but this is explored in more depth and different context. Pupils build on their learning within theme 1 to analyse and evaluate business concepts. Pupils will use their knowledge to assess and evaluate the success of a given business within context. Further strategies to support and challenge: Walking talking exam. Further QLA and DTT Displays in classroom. All pupils have Knowledge workbook along with	<p style="text-align: center;"><u>CEIAG</u></p> <p style="text-align: center;">Range of career opportunities linked to 2.1 & 2.2 & 2.3- Videos EG BBC bitesize My Path. Tailor to interests of students their career aspirations.</p> <p style="text-align: center;"><u>SMSC</u></p> <p style="text-align: center;">Understanding of how businesses grown, the difference between LTD and PLC. How they are managed and opportunities within them.</p> <p style="text-align: center;"><u>BRITISH VALUES</u></p> <p style="text-align: center;">The rights and roles of business within society. How business needs to match their needs and their customers. Market research; the purpose and requirements.</p> <p style="text-align: center;"><u>ONLINE & MEDIA</u></p>

				revision guide & revision workbook.	E-Commerce and M-Commerce; how and why these are used by business. Use of promotional material and methods to encourage sales and target audience.
	<p>Essential Knowledge: Identify methods of growth and features to demonstrate this. Understanding of the ethical impacts of growth and the impact on stakeholders. Impacts of growth on the marketing mix and how this can inform business decisions.</p> <p>Essential Skills: Exam questions; 6 & 9 mark answers.</p>				
Term 2	PROFIT REVENUE MARKETING ENTREPRENEURS RESOURCES CUSTOMER STAKEHOLDER RESOURCES MARKETING	2.4 Making Financial Decisions 2.5 Making Human Resources Decisions	<ul style="list-style-type: none"> Demonstrate knowledge and understanding of business concepts and issues. Apply knowledge and understanding of business concepts and issues to a variety of contexts. Analyse and evaluate business information and issues to demonstrate understanding of 		<p>CEIAG Range of career opportunities linked to 2.4 & 2.5- Videos EG MY Path</p> <p>SMSC</p> <p>Visit from high achieving past pupil. Attend revision master class.</p>

	COMPETITION		business activity, make judgements and draw conclusions.		
	RISK				
	COSTS				
	QUALITY				
	PLANNING				
	<p>Essential Knowledge: Students will understand what influences making operational decisions – how businesses meet customer needs through the design, supply, quality and sales decisions a business makes. What financial decisions business make – students will use a range of tools a business has to support financial decision making, including ratio analysis, Cashflow forecasting and the use and limitation of a range of financial information.</p> <p>Essential Skills: Exam questions 3- 12 mark answers. Profitability ratios: Current ratio, Gross Profit Ratio, Net Profit Ratio, Average Rate of Return</p>				
Term 3	PROFIT	DTT	<ul style="list-style-type: none"> Demonstrate knowledge and understanding of business concepts and issues. Apply knowledge and understanding of business concepts and issues to a variety of contexts. Analyse and evaluate business information and issues to demonstrate 	Pupils sit exams in May & June.	
	REVENUE	Requirements of exam questions		Lessons will focus on revision and exam questions in preparation for exams.	
	MARKETING	Course content: Theme 1 & Theme 2		Further strategies to support and challenge:	
	ENTREPRENEURS			Walking talking exam	
	RESOURCES			Further QLA and DTT	
	CUSTOMER			Displays in classroom.	
	STAKEHOLDER				
RESOURCES					

	MARKETING COMPETITION RISK COSTS QUALITY PLANNING ECONOMY		understanding of business activity, make judgements and draw conclusions.	All pupils have Knowledge workbook along with revision guide & revision workbook.	
	<p><u>Essential Knowledge:</u> Understand the human resource decisions a business needs to make –organisational structure, recruitment, training and motivation. The legal implications of HR decisions and ethical constraints that may influence these decisions.</p> <p><u>Essential Skills:</u> Exam questions 3- 12 mark answers.</p>				
	<p><u>Essential knowledge for Unit 2:</u> Understand how businesses grow, what decision impact this including; marketing, operations, finance and human resources. Students will be able to differentiate between national and global businesses, explaining features of each. understand 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. Understand how the functional areas influence business activity and the decisions that are made.</p> <p><u>Essential Skills for Unit 2:</u> Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions. Exam questions 3- 12 mark answers.</p>				