



Curriculum Plan (Business)

Year 10 – GCSE Business

	Autumn	Spring	Summer
Unit/Topics	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>1.1.1 The dynamic nature of business Why new business ideas come about.</p> <p>1.1.2 Risk and reward The impact of risk and reward on business activity</p> <p>1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity The role of entrepreneurship</p> <p>Topic 1.2 Spotting a business opportunity.</p> <p>1.2.1 Customer needs Identifying and understanding customer needs</p> <p>1.2.2 Market research The purpose of market research Methods of market research The use of data in market research</p> <p>1.2.3 Market segmentation How businesses use market segmentation to target customers How businesses use market segmentation to target customers</p> <p>1.2.4 The competitive environment Understanding the competitive environment.</p> <p>Topic 1.3 Putting a business idea into practice.</p> <p>1.3.1 Business aims and objectives. What business aims and business objectives are. Why aims and objectives differ between businesses.</p>	<p>1.3.2 Business revenues, costs and profits The concept and calculation of: ● revenue ● fixed and variable costs ● total costs ● profit and loss ● interest ● breakeven level of output ● margin of safety. Interpretation of breakeven diagrams</p> <p>1.3.3 Cash and cash-flow The importance of cash to a business Calculation and interpretation of cash-flow forecasts</p> <p>1.3.4 Sources of business finance Sources of finance for a start-up or established small business.</p> <p>Topic 1.4 Making the business effective.</p> <p>1.4.1 The options for start-up and small businesses The concept of limited liability The types of business ownership for start-ups. The option of starting up and running a franchise operation.</p> <p>1.4.2 Business location Factors influencing business location.</p> <p>1.4.3 The marketing mix What the marketing mix is and the importance of each element: ● price, product, promotion, place. How the elements of the marketing mix work together</p> <p>1.4.4 Business plans The role and importance of a business plan The purpose of planning business activity</p>	<p>Topic 1.5 Understanding external influences on business.</p> <p>1.5.1 Business stakeholders Who business stakeholders are and their different objectives. Stakeholders and businesses</p> <p>1.5.2 Technology and business Different types of technology used by business. How technology influences business activity in terms of: ● sales ● costs ● marketing mix.</p> <p>1.5.3 Legislation and business The purpose of legislation The impact of legislation on businesses</p> <p>1.5.4 The economy and business The impact of the economic climate on businesses</p> <p>1.5.5 External influences The importance of external influences on business</p>

	<p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of: ● revenue ● fixed and variable costs ● total costs ● profit and loss ● interest ● break even level of output ● margin of safety.</p>		
Key Assessment	Year 10 baseline assessment End of Topic 1.1 +1.2 assessment	End of Topic 1.3 assessment End of Topic 2 assessment	End of Topic 1.5 assessment Theme 1 mock assessment
<p>Why is it studied? <i>(Why are these topics taught here? Why is it important? How does it link with prior or future knowledge? What skills are taught which build on previous or link to future?)</i></p>	<p>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.</p> <p>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.</p> <p>Topic 1.1 Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</p> <p>Topic 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer</p>	<p>Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>Topic 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>	<p>Topic 1.5 Understanding external influences on 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. Students will explore how businesses respond to these influences.</p>



	<p>needs and conducting market research. They will also focus on understanding the competition. Students must draw on their knowledge and understanding of 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</p>		
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Year 11 – GCSE Business

	Autumn	Spring	Summer
Unit/Topics	<p>Topic 2.1 Growing the business 2.1.1 Business growth Methods of business growth and their impact. The types of business ownership for growing businesses: ● public limited company (plc) Sources of finance for growing and established businesses 2.1.2 Changes in business aims and objectives Why business aims and objectives change as businesses evolve. How business aims and objectives change as businesses evolve. 2.1.3 Business and globalisation The impact of globalisation on businesses. Barriers to international trade How businesses compete internationally. 2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses.</p> <p>Topic 2.2 Making marketing decisions 2.2.1 Product The design mix. The product life cycle. The importance to a business of differentiating a product/ service. 2.2.2 Price</p>	<p>Topic 2.3 Making operational decisions The purpose of business operations Production processes Impacts of technology on production 2.3.2 Working with suppliers Managing stock The role of procurement 2.3.3 Managing quality The concept of quality and its importance in: ● the production of goods and the provision of services 2.3.4 The sales process The sales process The importance to businesses of providing good customer service.</p> <p>Topic 2.4 Making financial decisions 2.4.1 Business calculations The concept and calculation of: ● gross profit ● net profit Calculation and interpretation of: ● gross profit margin ● net profit margin ● average rate of return. 2.4.2 Understanding business performance</p>	<p>Topic 2.5 Making human resource decisions 2.5.1 Organisational structures Different organisational structures and when each are appropriate. The importance of effective communication. Different ways of working. 2.5.2 Effective recruitment. Different job roles and responsibilities How businesses recruit people. 2.5.3 Effective training and development. How businesses train and develop employees. Why businesses train and develop employees. 2.5.4 Motivation The importance of motivation in the workplace. How businesses motivate employees.</p>



	<p>2.2.3 Promotion</p> <p>2.2.4 Place</p> <p>2.2.5 Using the marketing mix to make business decisions.</p>	<p>The use and interpretation of quantitative business data to support, inform and justify business decisions.</p> <p>The use and limitations of financial information in:</p> <ul style="list-style-type: none"> ● understanding business performance ● making business decisions. 	
Key Assessment	End of Topic 2.1 assessment Year 11 Mock – Theme 1	End of Topic 2.3+.2.4 assessment Year 11 Mock – Theme 2	End of Topic 2.5 assessment
<p>Why is it studied? <i>(Why are these topics taught here? Why is it important? How does it link with prior or future knowledge? What skills are taught which build on previous or link to future?)</i></p>	<p>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. 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. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Students must draw on their knowledge and understanding of Theme 2 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.</p> <p>Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p>	<p>Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality, and sales decisions a business makes.</p> <p>Topic 2.4 Making financial decisions – students will explore 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>Topic</p>	<p>2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training, and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p>



Year 12: AS Level Business – Theme 1

	Autumn	Spring	Summer
Unit/Topics	<p>1.1 Meeting customer needs</p> <p>1.1.1 The market</p> <p>a) Mass markets and niche markets</p> <p>b) Dynamic markets</p> <p>c) How competition affects the market</p> <p>d) The difference between risk and uncertainty</p> <p>1.1.2 Market research</p> <p>a) Product and market orientation</p> <p>b) Primary and secondary market research data (quantitative and qualitative)</p> <p>c) Limitations of market research, sample size and bias</p> <p>d) Use of ICT to support market research</p> <p>e) Market segmentation</p> <p>1.1.3 Market positioning</p> <p>a) Market mapping b) Competitive advantage of a product or service</p> <p>c) The purpose of product differentiation</p> <p>d) Adding value to products/services</p> <p>1.2 Market</p> <p>1.2.1 Demand</p> <p>a) Factors leading to a change in demand</p> <p>1.2.2 Supply</p> <p>1.2.3 Markets</p> <p>a) The interaction of supply and demand</p> <p>b) The drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes</p> <p>1.2.3 Markets</p> <p>a) The interaction of supply and demand.</p> <p>b) The drawing and interpretation of supply and demand diagrams to show the causes and consequences of price changes</p>	<p>1.3 Marketing mix and strategy</p> <p>1.3.1 Product/service design</p> <p>a) Design mix</p> <p>b) Changes in the elements of the design mix to reflect social trends</p> <p>1.3.2 Branding and promotion</p> <p>a) Types of promotion b) Types of branding c) The benefits of strong branding</p> <p>d) Ways to build a brand</p> <p>e) Changes in branding and promotion to reflect social trends</p> <p>1.3.3 Pricing strategies</p> <p>a) Types of pricing strategy</p> <p>b) Factors that determine the most appropriate pricing strategy for a particular situation</p> <p>c) Changes in pricing to reflect social trends</p> <p>1.3.4 Distribution</p> <p>a) Distribution channels b) Changes in distribution to reflect social trends</p> <p>1.3.5 Marketing strategy</p> <p>a) The product life cycle</p> <p>b) Extension strategies</p> <p>c) Boston Matrix and the product portfolio</p> <p>d) Marketing strategies appropriate for different types of market</p> <p>e) Consumer behaviour – how businesses develop customer loyalty.</p> <p>1.4 Managing people</p> <p>1.4.1 Approaches to staffing</p> <p>a) Staff as an asset; staff as a cost b) Flexible workforce</p> <p>c) Distinction between dismissal and redundancy d) Employer/employee relationship</p> <p>1.4.2 Recruitment, selection and training</p>	<p>1.5 Entrepreneurs and leaders</p> <p>1.5.1 Role of an entrepreneur</p> <p>a) Creating and setting up a business b) Running and expanding/developing a business c) Innovation within a business (intrapreneurship)</p> <p>d) Barriers to entrepreneurship e) Anticipating risk and uncertainty in the business environment</p> <p>1.5.2 Entrepreneurial motives and characteristics</p> <p>a) Characteristics and skills required</p> <p>b) Reasons why people set up businesses</p> <p>1.5.3 Business objectives</p> <p>a) Survival</p> <p>b) Profit maximisation</p> <p>c) Other objectives</p> <p>1.5.4 Forms of business</p> <p>a) Sole trader, partnership, and private limited company</p> <p>b) Franchising, social enterprise, lifestyle businesses, online businesses</p> <p>c) Growth to PLC and stock market flotation</p> <p>1.5.5 Business choices</p> <p>a) Opportunity cost</p> <p>b) Choices and potential trade-offs</p> <p>1.5.6 Moving from entrepreneur to leader.</p> <p>a) The difficulties in developing from an entrepreneur to a leader</p>



	<p>1.2.4 Price elasticity of demand 1.2.5 Income elasticity of demand</p>	<p>a) Recruitment and selection process b) Costs of recruitment, selection, and training c) Types of training 1.4.3 Organisational design a) Structure b) Types of structure c) Impact of different organisational structures on business efficiency and motivation.</p> <p>1.4.4 Motivation in theory and practice a) The importance of employee motivation to a business b) Motivation theories c) Financial incentives to improve employee performance d) Non-financial techniques to improve employee performance 1.4.5 Leadership a) Leadership b) Types of leadership style</p>	
Key Assessment	Baseline assessment End of topic assessment	End of topic assessment	End of topic assessment End of year exam Paper 1
<p>Why is it studied? (Why are these topics taught here? Why is it important? How does it link with prior or future knowledge? What skills are taught which build on previous or link to future?)</p>	<p>In this theme, students are introduced to the market, explore the marketing and people functions and investigate entrepreneurs and business start up. This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers.</p>	<p>This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment.</p>	<p>This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.</p>



Year 12: AS Level Business - Theme 2

	Autumn	Spring	Summer
Unit/Topics	<p>2.1 Raising finance.</p> <p>2.1.1 Internal finance</p> <p>a) Owner’s capital: personal savings b) Retained profit c) Sale of assets</p> <p>2.1.2 External finance</p> <p>a) Sources of finance</p> <p>b) Methods of finance</p> <p>2.1.3 Liability</p> <p>a) Implications of limited and unlimited liability</p> <p>b) Finance appropriate for limited and unlimited liability businesses</p> <p>2.1.4 Planning</p> <p>a) Relevance of a business plan in obtaining finance</p> <p>b) Interpretation of a simple cash-flow forecast, and calculations based on changes in the cash-flow variables</p> <p>c) Use and limitations of a cash-flow forecast</p> <p>2.2 Financial planning</p> <p>a) Purpose of sales forecasts</p> <p>b) Factors affecting sales forecasts</p> <p>c) Difficulties of sales forecasting</p> <p>2.2.2 Sales, revenue and costs</p> <p>a) Calculation of sales volume and sales revenue</p> <p>b) Calculation of fixed and variable costs</p> <p>2.2.3 Break-even</p> <p>a) Contribution: selling price – variable cost per unit</p> <p>b) Break-even point</p> <p>c) Using contribution to calculate the break-even point</p> <p>d) Margin of safety</p> <p>e) Interpretation of break-even charts</p> <p>f) Limitations of break-even analysis</p> <p>2.2.4 Budgets</p> <p>a) Purpose of budgets</p> <p>b) Types of budget</p> <p>c) Variance analysis</p> <p>d) Difficulties of budgeting</p>	<p>2.3 Managing finance.</p> <p>2.3.1 Profit</p> <p>a) Calculation of:</p> <ul style="list-style-type: none"> o gross profit o operating profit o profit for the year (net profit) <p>b) Statement of comprehensive income (profit and loss account)</p> <p>c) Distinction between profit and cash</p> <p>2.3.2 Liquidity</p> <p>a) Statement of financial position (balance sheet)</p> <p>b) Working capital and its management</p> <p>2.3.3 Business failure</p> <p>a) Internal and external causes of business failure</p> <p>2.4 Resource management</p> <p>2.4.1 Production, productivity, and efficiency</p> <p>a) Methods of production</p> <p>b) Productivity</p> <p>c) Efficiency</p> <p>2.4.2 Capacity utilisation</p> <p>a) Capacity utilisation</p> <p>b) Implications of under- and over-utilisation of capacity c) Ways of improving capacity utilisation.</p> <p>2.4.3 Stock control</p> <p>a) Interpretation of stock control diagram b) Buffer stocks c) Implications of poor stock control d) Just in time (JIT) management of stock e) Waste minimisation f) Competitive advantage from lean production</p> <p>2.4.4 Quality management</p> <p>a) Quality</p> <p>b) Continuous improvement (Kaizen) c) Competitive advantage from quality management</p>	<p>2.5 External influences</p> <p>2.5.1 Economic influences</p> <p>a) The effect on businesses of changes in:</p> <ul style="list-style-type: none"> o inflation (the rate of inflation, the Consumer Prices Index) o exchange rates (appreciation, depreciation) o interest rates o taxation and government spending o the business cycle <p>b) The effect of economic uncertainty on the business environment</p> <p>2.5.2 Legislation</p> <p>a) The effects on businesses of:</p> <ul style="list-style-type: none"> o consumer protection o employee protection o environmental protection o competition policy o health and safety <p>2.5.3 The competitive environment</p> <p>a) Competition and market size</p>

Key Assessment	Baseline assessment End of topic assessment	End of topic assessment	End of topic assessment End of year exam Paper 2
<p>Why is it studied? <i>(Why are these topics taught here? Why is it important? How does it link with prior or future knowledge? What skills are taught which build on previous or link to future?)</i></p>	<p>Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national, and global contexts. This theme enables students to develop an understanding of raising and managing finance and measuring business performance.</p>	<p>The theme outlines 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.</p>	<p>Students also consider the external influences that have an impact on businesses, including economic and legal factors.</p>