**Curriculum – Business (2024 – 2025)**

**Key stages 4 to 5**

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**Our curriculum is designed to enable students to understand more about the business world and develop into critically minded, enterprising individuals.**

**The curriculum allows students to develop as commercially minded and enterprising individuals who think critically, drawing on business information and evidence to develop arguments and make justified decisions.**

**Key topics such as enterprise, finance, marketing, operations, HR and external influences are all covered in depth starting in Year 10 right the way through to Year 13.**

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| **Term** | **Year 10: GCSE** | **Year 11: GCSE** | **Year 12: A-Level** | **Year 13: A-Level**  |
| **Autumn 1** | **Theme 1: Introduction to small businesses** where students focus on what it takes to be an entrepreneur, the risks and rewards of business and some of the activities conducted prior to starting a business. | Students look at creating an **effective marketing mix** to **make marketing decisions** and **build a competitive advantage.** They are also introduced to some of the **operational decisions** a business will have to make such as **working with suppliers** and **managing quality.**A re-cap of **business calculations** and **understanding of business performance** also takes place. | **Theme 1: The market.** Students recap key topics covered in GCSE such as **meeting customer need**s through **market research** as well as being introduced to **supply and demand.** Students also cover the **marketing mix** in greater detail. The marking mix is made up of the 4ps and includes: **Price****Product****Place****Promotion** | The final topics taught in theme 3 are **assessing competitiveness**, **managing changes in business.** New financial calculations are introduced such as **critical path analysis** and **ratio analysis** so students can develop understanding of decision making and competitiveness. |
| **Autumn 2** |
| **Spring 1** | A focus on **what makes businesses effective** and **understanding external influences** on businesses. Students are also introduced to **business calculations** such as **revenues, costs and profit, forecasting sales** and **cash flow** as well as looking at effective **sources of finance.** | Students are introduced to **human resource decisions** such as **recruitment, training and development.**  | An introduction to **key motivational theories** and a re-cap of **human resource decisions.** Students cover a range of old and new topics such as; * **Recruitment and selection**
* **Organisational structures**
* **Leadership**
* **Business aims and objectives**
 | **Theme 4: Global businesses.** Students are introduced to the fourth and final theme of the course which explores **business activity** in a **global context.**Key topics are covered such as;* **Globalisation**
* **Expanding into global markets**
* **Global marketing**
* **Global industries and companies**
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| **Spring 2** |
| **Summer 1** | Topics are re-taught key topics in preparation for the **first round of mock-exams.** **Theme 2: Growing the business.** Students switch focus to more **established businesses** who are looking to **grow/expand**. A strong focus on **ethics** and the **environment** is also implemented. | A final re-cap of key topics is also delivered before **the summer exams take place.****Paper 1 – Investigating a small business (1 hour 45 minutes)****Paper 2 – Building a business (1 hour 45 minutes)** | **Theme 2: Managing business activities.** A strong focus in this theme on **business finance** including: * **Raising and managing finance**
* **Sales and cash flow forecasting**
* **Managing resources**
* **External influences**

**Theme 3: Business decisions and strategy.** In this theme, students develop their understanding of **concepts introduced in theme 2** and explore influences on **business strategy** and **decision-making.** Key topics include; **business objectives and strategy**, **business growth** and **decision-making techniques** | A final re-cap of key topics is also delivered before **the summer exams take place.****Paper 1 – Marketing, people and global business (2 hours)****Paper 2 - Business activities, decisions and strategy (2 hours)****Paper 3 – Investigating a business in a competitive environment (2 hours)** |
| **Summer 2** |
| **Personal development** | **Encouraging Entrepreneurial Mindset & Financial Awareness** Students have the opportunity to come up with their **own business ideas** planning on products/services to offer and the logistics of setting up a business**Developing Critical Thinking & Problem-Solving Skills** through real-world business case studies**Promoting Ethical & Social Responsibility** through discussions around business ethics, social responsibility and sustainability**Exam skills builder workshop with Tutor2u.** Students will spend the day with an experienced team of business specialists who deliver a workshop to build on exam skills prior to their A-level exams. |

**Our contribution to literacy:**

The subject contributes to literacy in a number of ways:

1. **Develop reading skills** through the careful reading of case studies, business news and extracts from real-world reports

2. **Enhancing writing skills** through producing structured exam answers

3. **Expanding vocabulary** through the introduction of subject specific terminology

4. **Encouraging verbal communication** through activities such as write-pair-share discussions, debates and presentations

5. **Critical thinking and interpretation** through the studying of financial data, graphs and marketing trends.

**Our contribution to numeracy:**

The subject contributes significantly to numeracy by integrating mathematical skills into real-world business context through:

1) **Financial calculations** where students learn to calculate profit, revenue, costs, break-even points and cash-flow forecasts

2) **Interpreting and analysing data** such as financial statements, balance sheets and income statements

3) **Ratios and percentages** such as profit-margins, return on investments and current/acid test ratios

4) **Investment and interest calculations** such as interest and exchange rates and inflation

5) **Analysis market data** such as market research data, supply and demand curves, pricing strategies and moving averages.

**Our contribution to CORE and personal developments**

Character: Students explore corporate social responsibility, ethics in business and sustainability which helps them to develop integrity and a sense of responsibility. They also develop leadership skills through the investigation of successful entrepreneurs and business leadership skills. Confidence and communication are developed through presentations, debates and discussions

Organisation: Students are required to answer a number of exam questions in a specific timeframe and so the subject requires structured thinking and effective time-management. Key topics such as operational management and project planning also reinforce the importance of setting objectives and managing resources effectively.

Resilience: Business case studies and problem-based learning require students to analyse challenges and propose solutions. Learning about entrepreneurship teaches students that failure is a part of growth, encouraging a mind-set of continuous improvement. Regular assessments and exam-style questions help students learn from mistakes and develop perseverance.

Excellence: Studying successful businesses and entrepreneurs inspires students to set high personal goals. Excellence is fostered through analysing real-world business decisions, evaluating outcomes and justifying recommendations.