

Curriculum overview: Business

Curriculum Overview/Rationale				
The Key Stage 4 curriculum follows the GCSE Business specification provided by Pearson Edexcel. The curriculum is sequenced to allow students to develop a secure understanding of how businesses operate and make decisions in a dynamic and competitive environment. Topics are taught in a logical order that enables students to build upon prior knowledge and make links between different areas of business, ensuring that concepts are understood in context rather than in isolation. This means that students will be able to develop a deeper understanding of how the different functions of a business are interconnected and how decisions made in one area can impact upon another. Students studying Business will develop commercial awareness and an understanding of the world around them using contemporary case studies, real businesses and current economic events. Lessons will encourage students to think critically about business decisions, evaluate different viewpoints and justify their judgements using evidence. Students should expect to be challenged in every lesson through discussion, analysis and evaluation rather than simply recalling facts. Lessons will be full of debate, problem solving, decision making and the application of business theory to real-world scenarios. Business will equip students with the knowledge, skills and confidence needed to become informed consumers, employees, entrepreneurs and future leaders in an increasingly complex global economy.				
Key skills/content requirements at GCSE				
Develop knowledge and understanding of business concepts and issues through the investigation of real businesses, case studies and current events, demonstrating critical understanding of business decisions and their impact. Apply business knowledge and understanding to a range of contexts, selecting and interpreting appropriate information, data and evidence to analyse business situations and support decision making. Analyse and evaluate business information, arguments and evidence to make justified judgements and recommendations from a range of stakeholder perspectives. Present clear, balanced and well-supported business arguments using appropriate business terminology, demonstrating the ability to make reasoned judgements and draw conclusions based on evidence.				
Year 10 - Theme 1: Investigating Small Business				
Term 1	Term 2	Term 3	Portable Knowledge	Key Terms
Enterprise and entrepreneurship • Characteristics of an entrepreneur • Risk and reward • Reasons for starting a business • Business aims and objectives Spotting a business opportunity • Customer needs • Market research • Market segmentation • The competitive environment Putting a business idea into practice • Business location • The marketing mix • Business plans	Making the business effective • Business ownership • Sources of finance • Revenue, costs and profit • Cash flow • Break-even analysis • Average rate of return Understanding external influences • Stakeholders • Business legislation • The economy and business	Operations and finance • Production methods • Procurement • Quality • Customer service • Sales process • Technology in business Preparation for Theme 2 • Business growth • Economies of scale • Globalisation introduction	• Businesses exist to meet customer needs. • Businesses make decisions using data and evidence. • Business decisions involve trade-offs and opportunity cost. • Stakeholders often have conflicting objectives. • Revenue is not the same as profit. • Businesses operate in a changing external environment. • Effective businesses adapt to customer needs and market conditions.	Entrepreneur Enterprise Reward Customer needs Market research Primary research Secondary research Market segmentation Marketing mix Revenue Profit Cash flow Break-even Stakeholder Business plan Sole trader Partnership Limited company Procurement

Year 11- Theme 2 Building a Business				
Term 1	Term 2	Term 3	Portable Knowledge	Key Terms
Growing the business • Business growth • Internal growth • External growth • Economies and diseconomies of scale • Globalisation • Imports and exports Making marketing decisions • Product decisions • Pricing methods • Promotional methods • Distribution channels • Technology and marketing	Making operational decisions • Procurement • Business location • Production processes • Quality assurance and quality control • Customer service • The sales process • Technology and operations Making financial decisions • Sources of finance • Statements of comprehensive income • Statement of financial position • Interpretation of accounts • Gross profit margin • Net profit margin	Making human resource decisions • Organisational structures • Different ways of working • Recruitment and selection • Training • Motivation • Retention of employees Exam preparation and synoptic revision • Theme 1 and Theme 2 links • Case study analysis • 9- and 12-mark questions • Examination technique and intervention	• Businesses grow in response to opportunities and market conditions. • Growth creates opportunities but also introduces risks. • Business functions are interconnected and decisions in one area affect others. • Financial information is used to assess business performance and support decision making. • Employees are a key resource and effective management can improve productivity. • Businesses must respond to changes in technology, competition and consumer behavior. • Successful businesses continually review and adapt their strategies.	Acquisition Brand Business growth Capacity utilisation Customer service Distribution channel Diseconomies of scale Economies of scale Efficiency Export External growth Finance Franchise Globalisation Gross profit margin Import Internal growth Job production Labor productivity Lean production Market share Motivation Net profit margin Organisational structure
GCSE External assessment:				
Paper 1: Investigating Small Business (50% of the qualification): Students are assessed on their understanding of Theme 1 content, including enterprise and entrepreneurship, spotting a business opportunity, putting a business idea into practice, making the business effective and understanding external influences on business. The examination consists of a range of multiple choice, short answer and extended response questions based on real business contexts and case studies. Paper 2: Building a Business (50% of the qualification): Students are assessed on their understanding of Theme 2 content, including business growth, marketing, operations, finance and human resources. The examination consists of a range of multiple choice, short answer and extended response questions requiring students to apply their knowledge and understanding to business scenarios and make justified judgements using evidence from case studies and source material. Both examinations are externally assessed at the end of Year 11 and use the GCSE 9–1 grading system, where Grade 9 is the highest grade awarded.				

SMSC in Business

Through various case studies, discussions, investigations and activities built into lessons, SMSC (Spiritual, Moral, Social and Cultural) is delivered through high quality business education.

What we offer:

- A classroom environment which encourages problem solving, collaborative work and enjoyment of exploring real-life business issues and decision making.
- Participation in extra-curricular activities such as Enterprise Competitions, Dragons' Den style activities, Careers Events, Employer Encounters, and Revision Sessions for students who wish to further develop their understanding of business and the wider economy.

Spiritual development in Business

We encourage pupils to appreciate the ambition, creativity and resilience demonstrated by entrepreneurs and business leaders who have transformed ideas into successful organisations. Pupils are introduced to businesses and entrepreneurs from a variety of backgrounds and cultures and are encouraged to reflect upon their own aspirations, values and future career ambitions. Students can gain a sense of personal achievement through developing solutions to business problems and justifying their decisions.

Moral development in Business

We consider the ethical implications of business decisions, including issues such as environmental sustainability, working conditions, taxation, globalisation and corporate social responsibility. Pupils are encouraged to discuss the impact businesses have on different stakeholder groups and consider how decisions can benefit some groups whilst disadvantaging others. Students develop the ability to critically evaluate business behaviour and make informed judgements based upon evidence.

Social development in Business

Pupils are regularly asked to work in pairs or small groups during discussions, investigations and case study activities where they can develop both their analytical and teamwork skills. They are given many opportunities to discuss their ideas and are encouraged to develop their business reasoning through communication with others. Through peer assessment and collaborative activities pupils can improve their communication skills and better understand how to provide constructive feedback.

Cultural development in Business

Students can explore how businesses operate within different countries, cultures and economic systems. They investigate the impact of cultural differences on consumer behaviour, marketing decisions and business operations. Students are introduced to businesses and entrepreneurs from across the world and develop an understanding of how globalisation has created an increasingly interconnected business environment.