

Subject Group	Subject: Business Edexcel Set Y10 & Y11
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Cultural Capital is embedded throughout our curriculum and students are constantly introduced to a wide variety of viewpoints from some of the most influential entrepreneurs throughout history. We investigate the impact that their work has had on the world we live in and students are encouraged to make links between their studies and real life examples. Students undertake this whilst developing an increased understanding into current events happening globally.

Knowledge: In business studies the most important **knowledge** would be - **business decision making**. This includes: 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 and the use and limitation of quantitative and qualitative data in making business decisions

Theme 1 - Investigating small business

	Term	Aut 1	Unit	1.1 & 1.2	Term	Aut 2	Unit	1.2 & 1.3	Term	Spr 1	Unit	1.3 & 1.4	Term	Spr 2	Unit	1.5	Term	Sum 1	Unit	1.5	Term	Sum 2			
																							Curriculum/Syllabus Coverage	Curriculum/Syllabus Coverage	Curriculum/Syllabus Coverage
Year 10	Unit Title	Theme 1 - 1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity				Theme 1 - 1.2 Spotting a business opportunity (cont) 1.3 Putting a business idea into practice				1.3 Putting a business idea into practice (cont) 1.4 Making the business effective				1.5 Understanding external influences on businesses (cont.)				1.5 Understanding external influences on businesses (cont.) Revision and practice assessment				Introduction to Theme 2.1 Growing the business			
	Sequencing: knowledge & skills	Enterprise, entrepreneurship, dynamic nature of business, business ideas, risk, reward, business failure, business success, customer needs, business opportunity, market research, data in market research: qualitative and quantitative data, competition, market segmentation, market mapping, competitive environment				Business opportunity, market research, data in market research: qualitative and quantitative data, competition, market segmentation, market mapping, competitive environment, aims and objectives, finance, Business revenues, costs and profits, break even, margin of safety, Cash and cash-flow, sources of business finance. Finance section, calculations and interpretations is required.				Aims and objectives, finance, Business revenues, costs and profits, break even, margin of safety, cash and cash-flow, sources of business finance. Finance section – calculations and interpretations is required. business ownership, Marketing mix, business planning, limited and unlimited liability				External influences, business stakeholders, technology, legislation and the economy, unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.				External influences, business stakeholders, technology, legislation and the economy, unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.				(organic) growth, (in) business ownership, objectives, globalisation, environmental factors			
	Literacy & reading	KW: Knowledge of small and medium sized businesses operating in the UK. Develop an understanding of how these contexts impact on business behaviour.				KW: Knowledge of how and why business ideas come about -linked to making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.				KW: knowledge of how a business is financed - linking to factors that contribute to business success (key business decisions). As well as aims and objectives and concentrating on the financial aspects.				KW: knowledge of the key internal decisions businesses make to be more successful - link to External factors which may have an impact on the success of a business.				KW: - Knowledge of the impact of the economy on a small business and develop the knowledge of the key internal decisions businesses make to be more successful - link to External factors which may have an impact on the success of a business.				KW: 2.1 is linked to Theme 1 further their knowledge of objectives learned in Theme 1 considering how these with changing external competition. Complex globalisation are introduced application of several international markets.			
	Differentiation for MA & LA	MA: Use business terminology to identify and explain business activity. Apply business concepts to familiar and unfamiliar contexts. LA: scaffolds, sentence starters and images, formulae				MA: Justify and evaluate the purpose of market research, segmentation, competition and finance. LA: Explain & understand the importance of market research, competition and finance using scaffolds and formulae.				MA: Justify the success of business, including location, the marketing mix and the business plan LA: Identify and explain the importance of the marketing mix & the business plan.				MA: Demonstrate how businesses, and stakeholders are affected by changes in the economic climate. LA: Understand the impact of internal and external factors on businesses				MA: Demonstrate how businesses, and stakeholders are affected by changes in the economic climate. LA: Understand the impact of internal and external factors on businesses				MA: Analyse and evaluate growth for businesses importance and how business			
	Enrichment & cultural refs	E: Students to investigate successful entrepreneurs.				E: The importance of market research and finance on businesses				E: The importance of aims and objectives and finance				E: The importance of the external factors impacting businesses				E: The importance of the external factors impacting businesses				E: The importance of the external factors impacting businesses			
	British Vals & SMSC	SMSC: Individual liberty: Understanding the inclusive characteristics demonstrated by successful entrepreneurs				SMSC: Democracy: Meeting consumer demands				SMSC: Individual liberty: the Impact on the success of the business				SMSC: Mutual respect, tolerance of different faiths and beliefs, Rule of Law: Moral obligation of business owners on the environment and stakeholders				SMSC: Mutual respect, tolerance of different faiths and beliefs, Rule of Law: Moral obligation of business owners on the environment and stakeholders				SMSC: Mutual respect, tolerance of different faiths and beliefs, Rule of Law: Moral obligation of business owners on the environment			
	Personal Devt	Planning for future in employment				Understanding business decisions and business finance				Understanding of key terms used in terms of business finance				Understanding economical factors				Understanding economical factors				Understanding economical factors			
	Careers	Small business owner. Medium business owner.				Entrepreneur				Finance & Marketing manager				Solicitor or Economist				Solicitor or Economist				Marketing manager in			

Theme 2: Building a business

Year 11		Term	Aut 1	Unit	2.1 & 2.2	Term	Aut 2	Unit	2.2 & 2.4	Term	Spr 1	Unit	2.3 & 2.5	Term	Spr 2	Unit	Term	Sum 1	Unit	Term	Sum 2
		Curriculum/Syllabus Coverage				Curriculum/Syllabus Coverage				Curriculum/Syllabus Coverage				Curriculum/Syllabus Coverage				Curriculum/Syllabus Coverage			
	Unit Title	Theme 2: 2.1 Growing the business 2.2 Making marketing decisions				2.2 Making marketing decisions (cont) 2.4 Making financial decisions				2.3 Making operational decisions 2.5 Making human resource decisions				Review of SOL: Subject audit checks and Revision				Revision			
	Sequencing: knowledge & skills	(organic) growth, (inorganic) growth, business ownership, Business aims and objectives, globalisation, ethics, environmental factors, marketing decisions. Making marketing decisions – exploring how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.				Financial terms, financial calculations, rate of return, investment appraisal, break-even, purpose of financial statements, components of financial statements interpretation of data given on financial statements				Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of 'quality' and how to control for this in whole organisations is studied. Making human resource decisions – growing a business, decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.											
	Literacy & reading	KW: knowledge of business aims and objectives and to consider how these change over time with changing external factors such as competition. Complex factors such as globalisation and international markets. Develop the knowledge of marketing and the elements of the marketing mix.				KW: Knowledge and development of quantitative skills and calculations of gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.				KW: Knowledge of business structure, centralisation, decentralisation, recruitment, contract, motivation, workforce, retention, productivity, commission, profit sharing, non-financial, management, fringe benefits											
	Differentiation for MA & LA	MA: Analyse and evaluate the methods of growth for businesses. Explore how the marketing mix is managed and used to make business decisions LA: Understand the importance and how businesses can grow. Understand and apply the marketing mix to a business. Using scaffolds and exam structures.				MA: To calculate, and interpret calculations and data . LA: To understand and calculate ratios and financial data using scaffolds, exam structures & formulae.				MA: Analyse and evaluate business operations, internal organisational structures, recruitment/selection and motivation. LA: Understand business operations and making human resource decisions. Using scaffolds, exam structures											
	Enrichment & cultural refs	E: The importance of growing the business and marketing decisions.				E: Using formulae and business equations				E: The importance of operational decisions, JD's PS & contracts (for future jobs)											
	British Vals & SMSC	SMSC: Individual liberty: the Impact on the success of the business				SMSC: Democracy & Individual liberty: marketing and financial decisions impact on the success of the business				SMSC: Mutual respect & Rule of Law: meeting customer needs & the legalities of employment contracts											
	Personal Devt	Understanding growth and marketing decision making				Understanding marketing and financial decision making				understanding operational and organisational decision making											
	Careers	Marketing manager				Accounting				Operational manager and Human Resources Manager											

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Unit	2.1
Curriculum Coverage	Assessment
Theme 2 Business	Formal assessment of all the five sections at the end of every half term. In addition to formative
organic) growth, Business aims and mission, ethics, values	assessment embedded in every lesson (3, 6, 9, 12 mark questions) Autumn Term:1: assessment on 1.1 (on track off track) Autumn Term 2 assessment will be on 1.1 - 1.3. Spring Term 1: 1.3 - 1.4 assessment.. Spring 2: 1.5 assessment. Summer Term: Theme 1 paper 1 assessment.
Theme 1 - 1.3.1. Students understand the methods of business growth. LA: Understand the ways in which businesses can grow.	
Business growth and globalisation	
Contract & Rule of Law: Moral responsibilities of business owners on the environment and stakeholders	
Ethical considerations	
Business for leisure and tourism industry	

SOL THEME 1 & 2 LINKS
1.2 Spotting a business opportunity is linked to 1.4 Making the business effective and Theme 2 - 2.2 Making marketing decisions 1.3 Putting a business idea into practice is linked to 2.4 Making financial decisions 1.4 Making the business effective is linked to 2.2 Making marketing decisions 2.2 Making marketing decisions 1.5 New content – students investigate external factors which can cause firms to change strategy.
2.1 is linked to Theme 1 - 1.3.1. Students further their knowledge of business aims and objectives learned in Theme 1 - 1.3.1 2.2 is linked to Theme 1 - 1.4.3. The marketing knowledge gained in Theme 1 - 1.4.3 2.3 is linked to 1.3 - The material here builds on learning in Theme 1 - 1.3. Section 2.3 Operational processes 2.4 is linked to Theme 1 -1.3. here students develop quantitative skills further 2.5 - New content: Students investigate and evaluate different corporate structures

Unit	
Syllabus Coverage	Assessment
	<p>Formal assessment of all the five sections at the end of every half term. In addition to formative assessment</p>
	<p>embedded in every lesson (3, 6, 9, 12 mark questions) Autumn Term:1: assessment on 2.1 Autumn Term 2: assessment will be on Theme 1 & content covered in Theme 2 Spring Term 1: Theme 2 assessment. Spring 2: pass exam papers Summer Term: EXAMS</p>

