



CURRICULUM PLAN

BUSINESS

BRAMHALL HIGH SCHOOL

Curriculum Intent

YEAR 10

- Investigating small businesses
- What factors drive new businesses to start up
- How do you put business ideas in to practice
- How can you make the business survive and prosper
- What outside influences do you need to consider

YEAR 11

- How the 4Ps of marketing impact a larger business?
- How is production organised in a business?
- How are the financial affairs of the business managed?
- How are human resources managed?
- Revision, exam practice and exam techniques for optimum ;performance

Academic Year: 2022-2023

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YEAR 10

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	How markets are constantly changing? How the risk reward principle works?	Unit 1.1. in Edexcel GCSE Business <ul style="list-style-type: none"> • Dynamic nature of business • Risk and reward • Role of business enterprise 	Assessment 1		Disciplinary Literacy is contained in the 3 step approach to answers. Subject specific terms are taught then these are used to analyse given business situations and students then build their evaluation skills
Term 1b	How to identify customer needs? How to research the market? How to divide the market? How to compete with other businesses?	Unit 1.2. Spotting a business opportunity <ul style="list-style-type: none"> • Customer needs • Market Research • Market segmentation • Competitive Environment 	Assessment 2	<i>Local visit to investigate Bramhall and its main shopping area</i>	Each of the 10 units has a glossary provided to students which gives definitions for the key words covered in the particular units This can be as many as 40 key subject specific words that need to be mastered and

					used in student answers
Term 2a	<p>What are the aims and objectives of a business? How to manage revenues and costs? How to manage cash flows? Where to source investment capital from to start a business?</p>	<p>1.3 Putting a business idea in to practice</p> <ul style="list-style-type: none"> • Aims and Objectives • Revenues, Costs and profits • Cash and cash flow • Sources of business finance 	Assessment 3		
Term 2b	<p>What types of ownership structure are there? Where is the best place to locate a business? How to write a business plan?</p>	<p>1.4 Making the business effective</p> <ul style="list-style-type: none"> • Options for start-ups and small businesses • Business location • Marketing mix • Business Plans • Business Location 	Assessment 4		

<p>Term 3a</p>	<p>Who are the key stakeholders in a business? How does technology impact on a business? What laws and legislation affect a business? How does the wider economy impact on a business? What other factors need to be considered?</p>	<p>1.5 Understanding External Influences</p> <ul style="list-style-type: none"> • Stakeholders • Technology • Legislation • The Economy • External Influences 	<p>Assessment 5</p>		
<p>Term 3b</p>	<p>How does a business grow? How do aims and objectives change over time? What impact does globalisation have? How do ethics and the environment impact businesses?</p>	<p>2.1 Growing a business</p> <ul style="list-style-type: none"> • Growth • Changes in aims and objectives • Globalisation • Ethics and the environment 	<p>Assessment 6</p>		

YEAR 11

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	Marketing Mix – 4ps and how they interact with each other	2.2 Making Marketing decisions – revisited <ul style="list-style-type: none"> • Price • Product • Promotion • Place • Using the marketing mix to make decisions 	Assessment 7	Visit to Trafford Centre to study major brands in depth	
Term 1b	Types of production – making cards in teams Bar gate stock graphs What makes a good sales person? Extensive use of financial data such as profit margins and rates of return to make better business decisions PAPER 1 MOCK EXAMINATION	2.3 Making operational decisions <ul style="list-style-type: none"> • Operations • Working with suppliers • Managing Quality • The Sales Process 2.4 Making financial decisions <ul style="list-style-type: none"> • Calculations • Understanding business performance 	Assessment 8 Assessment 9	Possible visit to Jaguar Car Factory	

<p>Term 2a</p>	<p>Organisational Structures – hierarchical v flat Effective Recruitment – 10 stages of recruitment Effective Training and development – 4 types of training Motivation – Maslows hierarchy of Needs Financial and non-financial methods of motivation</p>	<p>2.5 Making Human Resource decisions</p> <ul style="list-style-type: none"> • Organisational structures • Recruitment • Training and development • Motivation 	<p>Assessment 10</p>		
<p>Term 2b</p>	<p>PAPER 2 MOCK EXAMINATION</p> <p>Extensive feedback and individual mentoring Use of past papers and extra resources</p>				

<p>Term 3a</p>	<p>Final examination preparation</p>	<p>Extensive revision lessons now take place in which the focus is on effective exam techniques and building on the 3 key skills of; Theory Analysis Evaluation</p> <p>Peer assessment is also used to enhance student understanding of what the exam board are looking for in the perfect answer</p>		<p>Revision classes are run after school to build up skills and confidence prior to the formal exams</p>	
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