

Curriculum Map: BUSINESS

Nothing Short of Remarkable
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	Year 10	Year 11
Term 1	<p><i>TOPIC/KNOWLEDGE</i></p> <p>Unit 1 Business in the real world This is an introduction to the purpose of business activity, the role of business enterprise and entrepreneurship, the dynamic nature of business and the impact business in the real world has on the four functional areas of operations, human resources, finance and marketing.</p> <p>Content covered: The nature and purpose of business Business ownership models Business aims and objectives. Stakeholders and their influence on business. Location decisions. Business planning. Methods of expanding a business.</p> <p><i>SKILLS</i> <i>Students will:</i> Develop the use of business terminology to identify and explain business activity. Learn how to apply business concepts to different business scenarios. Begin to develop problem solving and decision-making skills relevant to business.</p>	<p>Unit 3 Business operations This unit covers what business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <p>Content covered: Production processes Procurement and logistics The importance of quality Customer service</p> <p>Unit 5 Marketing This unit covers the purpose of marketing, its role within business and how it influences business activity.</p> <p>Content covered: Understanding customers Methods of market segmentation Market research</p> <p><i>SKILLS</i> <i>Students will:</i> Continue to broaden and develop the use of business terminology to analyse and evaluate business scenarios. Further develop their application skills using different business case studies. Use inference to pick up on business issues implied within case studies. Further develop their evaluation skills through problem solving and decision-making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues to develop depth in written responses. Start to make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.</p>

		Begin to solve problems looking at the interdependent nature of business activity and functions.
Term 2	<p><i>TOPIC/KNOWLEDGE</i></p> <p>Unit 2 Influences on a business</p> <p>This unit explores the importance of external influences on business and how businesses change in response to these influences. The impact of those influences on the four functional areas of operations, human resources, finance and marketing are again studies.</p> <p>Content covered: Impact of technology on business Ethical and environmental considerations How the economic climate affects businesses Globalisation Legislation The competitive environment</p> <p><i>SKILLS</i> <i>Students will:</i> Continue to broaden and develop the use of business terminology to identify and explain business activity. Further develop their application skills using different business case studies Use inference to pick up on business issues implied within case studies. Further develop their evaluation skills through problem solving and decision-making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues to develop depth in written responses.</p>	<p><i>TOPIC/KNOWLEDGE</i></p> <p>Unit 5 Marketing (continued)</p> <p>Content covered: Marketing Mix: Price Product Place Promotion</p> <p>Unit 6 Finance This unit covers the purpose of the finance function, its role within business and how it influences business activity.</p> <p>Content covered: Sources of finance The importance of good cash flow Financial terms and calculations, including break-even and ARR Analysing financial performance through the Statement of Financial Position and the Income Statement</p> <p><i>SKILLS</i> The use of business terminology to analyse and evaluate business scenarios is expected to be fully embedded now. Further develop their application skills using different business case studies. Continue to use inference to pick up on business issues implied within case studies. Use their developed evaluation skills to investigate, analyse and evaluate business opportunities and issues to demonstrate depth in written responses. Make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills. Continue to solve problems by looking at the interdependent nature of business activity business activity, influences on business, business operations, finance,</p>

		marketing and human resources, and how these interdependencies underpin business decision making.
Term 3	<p><i>TOPIC/KNOWLEDGE</i></p> <p>Unit 4 Human resources The unit explores purpose of human resources management, its role within business and how it influences business activity.</p> <p>Content covered: Importance of organisational structures Recruitment and selection Financial and non-financial methods of motivation Training</p> <p><i>SKILLS</i> <i>Students will:</i> Continue to broaden and develop the use of business terminology to analyse and evaluate business scenarios. Further develop their application skills using different business case studies. Use inference to pick up on business issues implied within case studies. Further develop their evaluation skills through problem solving and decision-making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues to develop depth in written responses. Start to make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills. Begin to solve problems looking at the interdependent nature of business activity and functions.</p>	<p>Unit topic: 1,2,3,4,5,6 Revision and exam skills</p> <p>External GCSE examinations commence.</p> <p><i>SKILLS</i> The exam skills of knowledge, application, analysis and evaluation that have been developed throughout the curriculum will continue to be reinforced through practice.</p> <p>Students will: Use accurate business terminology to analyse and evaluate business scenarios. Use inference to pick up on business issues implied within case studies. Use their developed evaluation skills to investigate, analyse and evaluate business opportunities and issues to demonstrate depth in written responses. Make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills. Continue to solve problems by looking at the interdependent nature of business activity business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making.</p>
Pathways	<p><i>Further education studying A Level Business or Level 3 Enterprise.</i> <i>Level 3 apprenticeships in a variety of opportunities including administration, human resources, finance, marketing and operations.</i></p>	