

Curriculum Overview for Year 9

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Curriculum Content: The key knowledge and skills that will be taught.</p>	<p>Business Activity</p> <ul style="list-style-type: none"> The purpose of business activity and enterprise Characteristics of an entrepreneur / The concept of risk and reward The purpose of planning business activity The role, importance and usefulness of a business plan Sole Traders / Partnerships Private and Public Limited Companies The suitability of differing types of ownership in different business contexts 	<p>Business Activity</p> <ul style="list-style-type: none"> The aims and objectives of business / differing aims and objectives The aims and objectives of business / differing aims and objectives The roles and objectives of internal and external stakeholder groups The effect business activity has on stakeholders The effect stakeholders have on business Organic growth and External growth 	<p>Marketing</p> <ul style="list-style-type: none"> Stock Market Challenge The purpose of marketing within business The purpose of market research / Primary research methods Secondary research sources Selecting Suitable Research + interpretation of qualitative and quantitative data 	<p>Marketing</p> <ul style="list-style-type: none"> The use of segmentation to target customers Product and Life Cycle Pricing methods Promotion - point of sale and advertising Place - distribution of products and services How the four Ps of the marketing mix work together 	<p>Marketing</p> <ul style="list-style-type: none"> The use of the marketing mix to inform and implement business decisions Interpretation of market data Marketing mix project 	<p>People</p> <ul style="list-style-type: none"> The purpose of human resources in business Organisational structures / The terminology of organisation charts Why businesses have different organisational structures / Ways of working Ways of communicating in a business context / The importance of business communications The influence of digital communication on business activity
<p>Assessment: The key assessment objectives that will be used.</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Assessment of a business plan Assessment of a PowerPoint on different ownership structures. 	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets End of unit assessment for Business Activity 	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Knowledge Quiz on market research <p>Stock market challenge revisits the concept of Public Limited Companies</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Interim assessment of their own marketing plan 	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Marketing Plan for their own crisps of chocolate bar. End of unit assessment for Business Activity <p>Marketing assessment will contain questions from Business Activity</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Knowledge Quiz on ownership structures.

Curriculum Overview for Year 10

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Curriculum Content: The key knowledge and skills that will be taught.</p>	<p>People</p> <ul style="list-style-type: none"> Reasons for Recruitment, job description, person specification, job adverts Shortlisting and methods of selection Ways of motivating employees. Financial / Non-Financial Ways of training employees. Induction, on the job, off the job. Impact of current legislation on recruitment and employment Revisit content from Y9 HT6 	<p>Operations</p> <ul style="list-style-type: none"> Different production processes, impact of technology on business. Different production processes, impact of technology on business. Quality, Quality Control Methods, Importance of Quality Dragons Den Extended Group Project 	<p>Operations</p> <ul style="list-style-type: none"> Methods of selling, E-Commerce Importance of Customer Service, Product knowledge and customer engagement Impact of consumer law on business. Factors affecting business location Role of procurement, logistics, supply chain, reliability, customer service. 	<p>Finance</p> <ul style="list-style-type: none"> Purpose of Finance, Influence of finance function on business activity. Need for finance, different sources of finance, suitability for different scenarios. Definitions, calculations or revenue and profit. Profitability Ratios / Average Rate of Return (ARR) Breakeven – concept, calculation, interpretation 	<p>Finance</p> <ul style="list-style-type: none"> Breakeven – concept, calculation, interpretation Importance of Cash / Difference between cash and profit Cash Flow forecasting purpose and completion of cash flow forecasts 	<p>Influences on Business</p> <ul style="list-style-type: none"> Ethical Issues / Environmental Issues Consumer Incomes and Unemployment Impact of Globalisation Interdependent nature of Business Activity
<p>Assessment: The key assessment objectives that will be used.</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets End of unit assessment for People <p>People assessment will contain questions from Business Activity and Marketing</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Dragons Den Group Project <p>The Dragons Den Group project encourages students to see the bigger picture of how functional areas of a business work together. They need to identify a product idea, apply marketing, production and business structure learning. This project used oracy skills.</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets End of unit assessment for Operations <p>Operations assessment will contain questions from Business Activity, People and Marketing</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets Calculations assessments tests 	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets End of unit assessment for Finance <p>Finance assessment will contain questions from Operations</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed homework booklets End of unit assessment for External Influences <p>External Influences assessment will contain questions from Operations and Finance</p>

Curriculum Overview for Year 11

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Curriculum Content: The key knowledge and skills that will be taught.</p> <p>Where planning is aligned across the trust, this should be coded</p>	<p>Business Activity – Revision</p> <ul style="list-style-type: none"> Enterprise Stakeholders and Ownership Business Growth (Specific Content is taken from Yr9 HT 1+2) <p>Marketing – Revision</p> <ul style="list-style-type: none"> Purpose of Marketing Market Research Market Segmentation Marketing Mix (Specific Content is taken from Yr9 HT 3+4) 	<p>People – Revision</p> <ul style="list-style-type: none"> Recruitment Motivation Training Employment Laws (Specific Content is taken from Yr9 HT 5+6 and Yr10 HT1) <p>Operations – Revision</p> <ul style="list-style-type: none"> Production Methods Quality Customer Service and Laws Location Suppliers (Specific Content is taken from Yr10 HT 2+3) 	<p>Finance – Revision</p> <ul style="list-style-type: none"> Reasons and Sources of Finance Revenue, Costs and Profit Cash Flow Break Even and Average Rate of Return (Specific Content is taken from Yr9 HT 4+5) <p>External Influences – Revision</p> <ul style="list-style-type: none"> Ethics Environment Globalisation Interdependency of Business (Specific Content is taken from Yr10 HT 6) 	<p>External Influences – Revision</p> <ul style="list-style-type: none"> Globalisation Interdependency of Business <p>Business 1</p> <ul style="list-style-type: none"> Practice papers and exam preparation <p>Business 2</p> <ul style="list-style-type: none"> Practice papers and exam preparation 	<p>Business 1</p> <ul style="list-style-type: none"> Practice papers and exam preparation <p>Business 2</p> <ul style="list-style-type: none"> Practice papers and exam preparation 	
<p>Assessment: The key assessment objectives that will be used.</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed revision booklets End of unit assessment for Business Activity End of unit assessment for Marketing 	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed revision booklets End of unit assessment for People End of unit assessment for Operations <p>Practice PPE for Business 1 – Business Activity, Marketing and People</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Self-assessed revision booklets End of unit assessment for Finance End of unit assessment for External Influences <p>Practice PPE for Business 2 – Operations, Finance and External Influences</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Practice papers Knowledge Checks Extended Answer Questions <p>Practice papers and questions interleave learning across all units and assessments.</p>	<p>Assessment is by</p> <ul style="list-style-type: none"> Practice papers Knowledge Checks Extended Answer Questions <p>Practice papers and questions interleave learning across all units and assessments.</p>	