

Business

Skill

Every learner will develop the skills necessary to participate in business activity: entrepreneurship, communication, problem solving, decisions making and the skills required to work as part of a team. Learners will also know how to interpret quantitative data.

Character

'Investing in the business of me': every individual should see themselves as part of the economy. They therefore need to be geared up to make decisions and understand the decisions that affect all. Learners will explore their position in the economy and the business world. They will be intrinsically motivated and have a proactive, creative mind set.

Experience

Students will be able to communicate effectively – business etiquette – in regards to presentation of themselves and presentation of their work. They will experience the real world through realistic case studies, work experiences, visits and guest speakers, and discussion of current affairs.

Criticality

Children will think intelligently and critically about the purpose and impact of business on the world and themselves as stakeholders. This will allow learners to see themselves as a part of the business world regardless of their future career goals. This should allow learners to see themselves as potential entrepreneurs, using the skills learnt to solve problems in a business context.

Business Programme of Study

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9	The purposes of business	Business planning	Business ownership, aims and objectives	Stakeholders, location and expansion	Recruitment	Organisational structure, motivation and training
Year 10	Production and procurement	Customer service	Technology and the wider economy	Globalisation, legislation and competition	Marketing	
Year 11	Marketing	Finance			Mastery and challenge	Examination

Examination board: AQA

Year 9, 10 and 11 fundamentals

Term and topic:	Fundamental knowledge	Entitlement vocabulary
Year 9 autumn term: Business in the real world	<ul style="list-style-type: none"> • Understand how goods and services are produced at every stage of the production process and why businesses must exist in order to meet the needs of customers • Analyse how every functional area of a business can influence the business plan • Be confident in calculation and interpretation of cost information – fixed, variable, semi variable • Evaluate the relationship between revenue, costs, profit/loss • Explain the impact and influences that stakeholders will have on the business and their decisions • Develop a clear understanding between economies of scale and diseconomies of scale and how they impact business decisions 	3.1 Goods, services, land labour, capital, enterprise, primary, secondary, tertiary entrepreneur, opportunity cost 3.2 Sole trader, partnership, Ltd, PIC, Not for profit, limited liability, unlimited liability, shareholders, dividends 3.3 Profit, ethics, growth, market, Social costs, aim, objective, SMART 3.4 Stakeholders, stakeholder conflict 3.5 Raw materials 3.6 Business plan, marketing, Fixed costs, variable costs, total costs, revenue, running costs, start up costs 3.7 Outsourcing, e-commerce, franchises, mergers, takeover, integration, diversification
Year 9 spring term: Business in the real world Human Resources	<ul style="list-style-type: none"> • Explain the concepts of corporate and unincorporated business • Explain the concepts of liability in different business structures • Be able to contrast between public and private sector businesses and how these are different to the Limited business structures • Analyse the benefits to a business of having an effective recruitment and selection process and how this can contribute to business success • To be able to justify how a motivated workforce can influence a business • To be able to compare the organisational structure of different businesses • To be able to compare the difference between centralisation and decentralisation and how they can impact decisions made by a business 	<ul style="list-style-type: none"> • Span of control • Chain of command • Delayering • Job roles • Responsibilities • Tall structure • Flat structure • Centralisation and Decentralisation • Recruitment • Job analysis • Job description • Person specification • Job share • Zero contract hours • Staff retention • Wage • Commission • Profit sharing • Autocratic • Democratic • Laissez Faire • Paternalistic • Fringe benefits

Year 9 summer term: Human Resources	<ul style="list-style-type: none"> Evaluate the impact of training employees has on productivity, motivation, financial success and quality <p>Exam skills:</p> <ul style="list-style-type: none"> To be able to use the appropriate knowledge and understanding for any given question To be able to apply this knowledge to an unseen given context To be able to analyse the impact on a business using a logical chain of reasoning To be able to make a judgement/recommendation building on previous analysis To use quantitative and qualitative skills to inform judgements 	<ul style="list-style-type: none"> Productivity Motivation Induction training On the job training Off the job training
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Term and topic:	Fundamental knowledge	Entitlement vocabulary
Year 10 autumn term: Operations management	<ul style="list-style-type: none"> To be able to recommend how a business can be more efficient when producing goods and justify impact this has on the business To be able to evaluate the importance of the relationship a business has with their suppliers To be able to justify the importance of quality To be able to recommend and justify how quality can be achieved by a business To be able to recommend how a business can achieve good customer service and the impact this has on business success 	<ul style="list-style-type: none"> Production Job production Flow production Efficiency Streamlined Inspection Profitability Procurement Suppliers Quality Customer service TQM
Year 10 spring term: Influences of business	<ul style="list-style-type: none"> To be able to analyse the impact of the changing use of ICT and how it influences business activity. To be able to explore the relationship between ethics and profit To be able to evaluate how businesses are affected by economic factors such as demand, interest rates and employment levels To be able to justify the benefits and drawbacks of globalisation To be able to evaluate the impact of legislations on business To be able to analyse impact and risks of competition on business 	<ul style="list-style-type: none"> E-commerce Ethical Recycling Scarce, Fluctuation Overdraft Pollution Uncertainty Consumer Globalisation
Year 10 summer term: Marketing	<ul style="list-style-type: none"> To be able to justify the importance of identifying and satisfying customer needs To be able to justify how and why different businesses use segmentation To be able to evaluate why businesses conduct market research To be able to compare the benefits and drawbacks of qualitative and quantitative research 	<ul style="list-style-type: none"> Competitive Segmentation Qualitative Quantitative Skimming Penetration Competition based Cost plus Brand Portfolio Wholesaler

Term and topic:	Fundamental knowledge	Entitlement vocabulary
Year 11 autumn term: Marketing Finance	<ul style="list-style-type: none"> To be able to recommend and justify each element to different business scenarios To be able to justify the importance of the marketing mix and how they work together To be able to evaluate how the marketing mix evolves over time and how a business will need to react to this To be able to evaluate the main internal and external sources of finance for a business 	
Year 11 spring term: Finance	<ul style="list-style-type: none"> To be able to evaluate the consequences of cash flow problems and evaluate possible solutions To be able to complete a cash flow forecast To be able to compare the difference between variable, fixed and total costs To be able to explain the main investment projects that businesses undertake To calculate break even and evaluate using break even analysis To be able to justify the importance of financial statements for assessing business performance To be able to evaluate different components of an income statement such as assets and liabilities To be able to assess current performance against previous year and competition 	
Year 11 summer term: Exam skills and revision	<p>Exam skills:</p> <ul style="list-style-type: none"> To be able to use the appropriate knowledge and understanding for any given question To be able to apply this knowledge to an unseen given context To be able to analyse the impact on a business using a logical chain of reasoning To be able to make a judgement/recommendation building on previous analysis To use quantitative and qualitative skills to inform judgements 	

Term and topic:	Fundamental knowledge	Entitlement vocabulary
Year 12 autumn term: Managers, Leadership and decision making What is Business? Decision making to improve Human Resource Performance	<p>Understand what managers do and their role within the business</p> <p>Understand the different leadership styles</p> <p>Understand the influences on the choice of leadership style</p> <p>Draw and interpret Tannenbaum Schmidt continuum</p> <p>Draw and interpret Blake Mouton</p> <p>Understand the value of decision making based on data and intuition</p> <p>Interpret and use decision trees</p> <p>Understand risk vs. rewards</p> <p>Understand the concept of opportunity cost and uncertainty</p> <p>Understand the needs of stakeholders when making decisions</p> <p>Understand how conflicts between stakeholders can occur</p> <p>Interpret a stakeholder map</p> <p>Understand how a business can manage different relationships with stakeholders</p> <p>Be able to calculate HR data to measure performance</p> <p>To know and explain the job design model</p>	<ul style="list-style-type: none"> Leadership Management Authority Delegation Empowerment Decentralisation Risk Employee engagement Labour turnover Labour retention Job design Job enrichment Empowerment

	<p>To understand the elements of an organisational structure</p> <p>To know the difference between centralisation and decentralisation</p> <p>To know the different elements of human resource flow</p> <p>To understand the different theories of motivation</p> <p>To know how a business should manage their relationships with employees</p>	
<p>Year 12 spring term: Marketing Operational management</p>	<p>To understand markets and customers</p> <p>To understand the value of sampling</p> <p>To know the value of marketing research</p> <p>To be able to calculate marketing data to measure performance</p> <p>To interpret price elasticity of demand</p> <p>To interpret income elasticity of demand</p> <p>To understand the process of STP</p> <p>To know the different elements of the marketing mix and the decisions involved</p> <p>To understand the value of digital marketing and e-commerce</p> <p>To know how a business can use Boston Matrix to make decisions about the product portfolio</p> <p>To know how a business can use the Product Life Cycle to make decisions about the product portfolio</p> <p>To be able to calculate and interpret operational data to measure performance</p> <p>To know the importance of capacity</p> <p>To know how to increase efficiency and productivity</p> <p>To know the importance of quality</p> <p>To know how to manage inventory and supply chains effectively</p>	<ul style="list-style-type: none"> • Market growth • Price elasticity of demand • Income elasticity of demand • Segmentation • Niche marketing • Mass marketing • Market share • Market mapping • Labour intensive • Capital intensive • Supply chain • Competitive advantage • Capacity utilisation • Labour productivity • Efficiency • Lean production • Quality
<p>Year 12 summer term: Finance</p>	<p>To be able to construct cash flow forecasts and analyse budgets</p> <p>To calculate and interpret break even figures</p> <p>To analyse profitability</p> <p>To know how businesses can use different sources of finance</p> <p>To understand how to improve cash flow and profit</p>	<ul style="list-style-type: none"> • Gross profit • Direct costs • Indirect costs • Operating profit • Profit for the year • Investment • Profitability • Profit margin

Term and topic:	Fundamental knowledge	Entitlement vocabulary
<p>Year 13 autumn term: Choosing strategic direction How to pursue strategies Managing strategic change</p>	<p>To understand how businesses choose which markets to compete in and what products to offer</p> <p>To know how a business can use strategic direction to guide the strategy they choose</p> <p>To understand how a business can compete with strategic positioning</p> <p>To know how a business can use Bowman and Porter to make their strategic decisions</p> <p>To be able to assess a change in scale for a business</p> <p>To know the reasons why a businesses grow or retrench</p> <p>To assess the different methods of growth</p> <p>To assess innovation and the value of</p> <p>To assess internationalisation</p> <p>To know why businesses enter international markets</p>	

	<p>To assess the greater use of digital technology and the value of</p> <p>To know the causes and pressures for change</p> <p>To understand the barriers and how to overcome them</p> <p>To understand the importance of culture in a business and the reasons for changing</p> <p>To know how to implement a strategy effectively</p> <p>To know the value of network analysis in strategic implementation</p> <p>To know the difference between planned and emergent strategy</p>
<p>Year 13 spring term: Analysing the strategic position of a business</p>	<p>To know the value of SWOT analysis</p> <p>To assess the financial position of a business through ratio analysis</p> <p>To know the importance of core competencies</p> <p>To understand how else business performance can be measured other than financially</p> <p>To know the impact of the political and legal environment on decision making</p> <p>To know the impact of the economic environment on decision making</p> <p>The know the reasons for globalisation</p> <p>To know the impact of the social and technological environment on decision making</p> <p>To understand the competitive environment through Porter's Five Forces</p>
<p>Year 13 summer term:</p>	<p>Exam skills:</p> <ul style="list-style-type: none"> • To be able to use the appropriate knowledge and understanding for any given question • To be able to apply this knowledge to an unseen given context • To be able to analyse the impact on a business using a logical chain of reasoning • To be able to make a judgement/recommendation building on previous analysis • To use quantitative and qualitative skills to inform judgements