

## Curriculum Intent

*“If I had asked people what they wanted, they would have said faster horses” Henry Ford*

At some point in their lives, all students will encounter the world of business. They, therefore, must be prepared to engage in business activity with confidence and competence, by understanding how they function and the role they play in society. Our aim is to prepare all students with the skills that are required to be successful in the business environment. We endeavour to interest and challenge our students by applying their learning to real business organisations, news stories and events from a range of industry sectors. Our curriculum is mapped from KS4 (AQA GCSE Business) to KS5 (AQA A Level Business and Level 3 BTEC Diploma in Business) allowing students real progression within the subject, complementing other subjects in their option choices. We wish to generate a love of learning not only in the classroom but as part of an extra-curricular programme. Students are encouraged to take part in local and national competitions, engage with guest speakers and complete wider reading to encourage literacy skills for life. The department has a high record of academic achievement, with a large proportion of students continuing to study undergraduate Business Studies related degrees who then act as inspiration for the next generation.

## Scheme of Learning/Courses/Curriculum Map

YEAR 10	TERM 1	TERM 2	TERM 3
AQA GCSE	<b>Business in the real world</b> The purpose and nature of businesses, business ownership, setting business aims and objectives, stakeholders.	<b>Business in the real world</b> Business location, business planning, expanding a business.	<b>Business operations</b> Production processes, the role of procurement.
YEAR 10	TERM 4	TERM 5	TERM 6
AQA GCSE	<b>Business operations</b> The concept of quality, good customer service.	<b>Influences on business</b> Technology, ethical and environmental considerations, economic climate.	<b>Influences on business</b> Globalisation, legislation, competitive environment.
YEAR 11	TERM 1	TERM 2	TERM 3
AQA GCSE	<b>Human resources</b> Organisational structures, recruitment and selection, motivation, training.	<b>Marketing</b> Identifying and understanding customers, segmentation methods, the purpose and methods of market research.	<b>Marketing</b> The elements of the marketing mix.
YEAR 11	TERM 4	TERM 5	TERM 6
AQA GCSE	<b>Finance</b> Sources of finance, cash flow, financial terms and calculations.	<b>Finance</b> Analysing the financial performance of a business. Preparation for examination period.	/

AQA A Level	
Year 12	What is business? Managers, leadership and decision making Decision making to improve marketing performance Decision making to improve operational performance Decision making to improve financial performance Decision making to improve human resource performance
Year 13	Analysing the strategic position of a business Choosing strategic direction Strategic methods: how to pursue strategies Managing strategic change

Edexcel BTEC National Diploma	
Year 12	Unit 1. Exploring business Unit 2. Developing a marketing campaign (exam – May/June) Unit 3. Personal and business finance (exam - January) Unit 8. Recruitment and selection Unit 17. Digital marketing
Year 13	Unit 4. Managing an event Unit 5. International business Unit 6. Principles of management (exam - January)

## Feedback Policy

Our feedback policy has been written to establish a broad, consistent approach to the way in which students receive feedback so that they feel valued and have a clear understanding of how well they are doing and know how to improve. Feedback is given to students, so that they think about and further develop their knowledge and skills. This is to ensure that teaching is responsive to pupil needs and the learning gap reduces.

*\*See separate policy for more information*