

Business GCSE Knowledge Sequencing			
The aim of the Business curriculum is to equip students with the appropriate knowledge needed to develop their entrepreneurial, commercial and employability skills and identify business problems and opportunities.			
Prior Knowledge	Students will build on their prior knowledge from Mathematics of percentages, data handling and ratio. They will also have some experience of analysing and evaluating information given.		
Future Knowledge	The GCSE Business studies content will prepare students for the following future learning: Making Quantitative and qualitative judgements, communication of ideas and values, an understanding of specific and generic business issues.		
Year 10	Term	<b>Key Knowledge</b>	<b>Assessment Focus</b>
	1	<b>Business in the Real World:</b> <i>The purpose and nature of business</i> considering reasons for starting a business and the dynamic nature of businesses. <i>Business Ownership</i> to understand different legal structures including sole traders, partnerships, private limited companies, public limited companies and not for profit organisations. <i>Businesses Aims and Objectives</i> and Key Stakeholders.	Knowledge and Key Terms Assessments. Informal Presentations. Baseline numeracy Assessment
	2	<b>Business in the Real World:</b> <i>Business Location</i> and factors influencing the location decision of a business. <i>Business planning</i> and basic financial terms and calculations. <i>Expanding a business</i> including methods of expansion and economies and diseconomies of scale.	Knowledge and Key Terms Assessments. Unit Assessment: Business in the Real World
	3	<b>Business Operations:</b> <i>Production Processes</i> including different methods of production and efficiency. <i>The role of procurement</i> including Just in Time and Just in case stock control and factors affecting the choice of suppliers. <i>The concept of quality</i> and the costs and benefits of maintaining Quality. <i>Good Customer Service</i> and how developments in ICT have allowed customer services to develop.	Knowledge and Key Terms Assessments.
	4	<b>Human Resources:</b> <i>Organisational Structures</i> considering centralisation and decentralisation; <i>Recruitment and Selection Processes</i> . <i>Motivating employees</i> including different financial and non-financial methods. <i>Training</i> considering the benefits and drawbacks of on the job and off the job.	Knowledge and Key Terms Assessments. Unit Assessment: Human Resources. Role Play.
	5	<b>Marketing:</b> <i>Identifying and Understanding Customers needs</i> . <i>Segmentation</i> considering how markets can be segmented to target customers. <i>The purpose and methods of market research</i> and how market research can be used to inform decision making processes.	Knowledge and Key Terms Assessments.
	6	<b>Marketing:</b> <i>The elements of the marketing mix</i> – Price looking at different pricing methods, Product including product differentiations and the product life cycle, Promotion and promotional methods and Place to look at different channels of distribution. The impact of e-commerce and m-commerce on businesses and international markets.	Knowledge and Key Terms Assessments. Unit Assessment: Marketing
Year 11	Term	<b>Key Knowledge</b>	
	1	<b>Finance:</b> <i>Sources of Finance</i> considering different methods businesses can use to raise finance and the appropriateness of them. <i>Cash Flow</i> and the importance of cash to a business. <i>Basic financial terms</i> including average rate of return and break even.	Calculations. Knowledge and Key Terms Assessments. Mock Paper: Paper 1 – Operations and Human Resources
	2	<b>Finance:</b> <i>Analysing the financial performance of a business</i> – income statements and statements of financial position.	Calculations. Knowledge and Key Terms Assessments. Unit Assessment: Finance
	3	<b>Influences on Business:</b> To understand the importance of <i>external influences</i> on a business including technology, ethical and environmental, economic, globalisation, legislation and the competitive environment.	Knowledge and Key Terms Assessments. Unit Assessment: Influences on Business. Debates.
	4	<b>Revision:</b> Consolidation of prior learning and exam technique with a focus on Operations and Human Resources	Knowledge and Key Terms Assessments. Paper 2 – Marketing and Finance
	5	<b>Revision:</b> Consolidation of prior learning and exam technique with a focus on Marketing and Finance	Knowledge and Key Terms Assessments. Past Papers
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<b>Opportunities for developing literacy skills and developing learner confidence and enjoyment in reading</b>		<b>Links to British Values</b>	<b>Links to Careers</b>
Available in the library: 20 <sup>th</sup> Century Advertising by D. Saunders Advertising Illustrations by J. Bossert Big Business: Apple and Big Business: Google by A. Sutherland Ethics in Business by L.Firth Steve Jobs by K.Blumenthal Usbourne Business for beginners by L.Bryan		Mutual Respect in Business: <ul style="list-style-type: none"><li>Within business, respect is required at all times, but especially during group activities when hearing others' views and methodologies is an essential aspect. Regular group work is incorporated throughout the course.</li></ul> The Rule of Law in Business:	Introducing students to the role and life of an entrepreneur and how much time, money and risk is involved in setting up your own business. Students are learnt life skills such as working out revenue and costs, cash flow and understand how they need to manage costs in order to pay for certain things. Students will learn about motivation and how important it is in the workplace, how it affects their productivity and efficiency. What rewards motivate students and what documents are
			<b>Links to Other Personal Development</b> Living In the Wider World: Business Studies lessons encourage students to consider real-life Business case studies and relate knowledge learnt to a variety of scenarios. Students also consider their own skills and qualities and how these translate to the workplace. The impact of laws and government is also considered.  Relationships:

	<ul style="list-style-type: none"> <li>• Strategic Decisions are influenced by UK law and businesses must ensure they work within frameworks to flourish and maintain competitive.</li> <li>• Legal issues are covered in many topics including Health and Safety, Consumer Rights, Intellectual Property such as patents and copyrights, Employee rights, as well as liability of business owners, taxation and the procedures for setting up a business.</li> </ul> <p>Tolerance of Different Faiths and Beliefs in Business:</p> <ul style="list-style-type: none"> <li>• Businesses must respect people with different views and beliefs and adapt products / services for different people leading to a unique selling point (USP).</li> <li>• Main areas covered within topics such as the Equality Act within recruitment and selection. Corporate Social Responsibility / Corporate Cultures and Market Segmentation as well as operating internationally.</li> </ul> <p>Democracy</p> <ul style="list-style-type: none"> <li>• An important factor in the external environment in businesses covering topics such as international trade barriers, election of trade union officials and AGMs will develop students' understanding of the value of democracy i.e. the ruling majority.</li> <li>• Brexit and the impact on the UK economy as a result of it is considered.</li> </ul> <p>Individual Liberty</p> <ul style="list-style-type: none"> <li>• For markets to operate efficiently, individuals must be free to work wherever they choose and wherever their skills are best utilised.</li> <li>• Having the freedom to make out own choices relates to topics such as the right to join a trade union, pressure groups, flexible working arrangements, business ethics and code of practice.</li> </ul>	<p>used when applying for a job such as application forms, cover letter, CV, job description and personal specification.</p> <p>There are many links within the curriculum to a wide range of careers and these are identified both during classroom delivery and also within classroom displays.</p>	<p>Students are encouraged to consider workplace relationships and consider the impact of workplace decisions on employee's mental health.</p>
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<b>Extra-Curricular and Co-Curricular Opportunities</b>	<b>Links with other subjects in the curriculum</b>
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<p>Support Classes for Year 11-13 students are run as required. Opportunities to visit work-places and Business settings are encouraged. GCSE Business Students visit Cadburys World.</p>	<p>Business links into many subjects across the curriculum. In the finance topic, there is a large focus on accountancy and quantitative skills, looking at cashflow and breakeven, this allows students to improve their skills in Maths. There is a strong link with geography when the students look at business impact on the environment and globalisation. In addition, marketing and marketing campaigns have strong links with media. Our students will learn methods of thinking and research that are widely applicable to other subject areas helping their thinking in all subjects.</p>
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# Business A Level Knowledge Sequencing

The aim of the Business curriculum is to provide an insight into, and experience of, how businesses work, stimulating curiosity and encouraging students to engage with commerce in their everyday lives.

**Prior Knowledge** Some students will have studied GCSE Business however the department recognises that students may also join the course with no prior knowledge of Business. Entry requirements for the joint sixth form ensures that all students have a basic understanding of percentages, statistical diagrams and ratios from GCSE mathematics.

**Future Knowledge** Business students should develop a critical understanding of organisations, the markets they serve and the process of adding value, an awareness that business behaviour can be studied from the perspectives of a range of stakeholders. They should acquire a range of skills including decision-making and problem-solving including the use of non-quantitative and quantitative data in decision making.

	Term	Key Knowledge	Assessment Focus
Year 12	1	Theme 1: Marketing - This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. Key topics include the market, competition, market research, segmentation, and positioning. Demand, supply and market equilibrium and elasticities of demand. Students will also learn about the design mix, branding and promotion, price distribution and marketing strategies.	Key Terms Assessments, Exam Practice Questions and End of Unit Assessment.
	2	Theme 1: People - This theme considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders. Topics studied will include approaches to staffing, recruitment and selection, organisation design, motivation, leadership and entrepreneurs. Students will also learn about business objectives and legal structures.	Key Terms Assessments, Exam Practice Questions and End of Unit Assessment.
	3	Theme 4: Global Business - In this theme, students develop their understanding of the concepts introduced in Theme 1 and explore business activity in a global context. Students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities. Key topics will include growing economies, international trade, globalisation, protectionism and trade blocs.	Key Terms Assessments, Exam Practice Questions and recall assessments
	4	Theme 4: Global Business – continuing with the theme of international business, students will study conditions that prompt trade, global mergers and joint ventures, international marketing, niche markets and MNCs.	Mock Paper – Paper 1: Themes 1 and 4
	5	Theme 2: Finance - This theme enables students to develop an understanding of raising and managing finance, and measuring business performance. Students will learn about the key topics of sources of finance, liability and finance and business plans.	Key Terms Assessments, Exam Practice Questions and recall assessments
	6	Theme 2: Finance – continuing the theme of finance, students will learn about cash flow, sales forecasting, break even and contribution, profit, liquidity and business failure.	Key Terms Assessments, Exam Practice Questions and End of Unit Assessment.
Year 13	Term	Key Knowledge	
	1	Theme 2: Operations -The theme outlines the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. Students also consider the external influences that have an impact on businesses, including economic and legal factors.	Key Terms Assessments, Exam Practice Questions and End of Unit Assessment.
	2	Theme 3: Business Decisions and Strategy - This theme moves from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow and develop an understanding of the impact of external influences. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty. Key topics considered include mission and objectives, corporate influences, SWOT analysis, ethics, corporate social responsibility, staked holders and corporate culture.	Key Terms Assessments, Exam Practice Questions and recall assessments
	3	Theme 3: Business Decisions and Strategy – continuing with this theme, students will study decision trees, critical path analysis, financial statements, ratio analysis, Human Resource calculations, cause and impact of change key factors of change and contingency planning.	Mock Paper – Paper 2: Themes 2 and 3
	4	Theme 3: Pre Release Research and Application - For paper 3 there is a pre-release context to enable students to be examined on the theory across all four themes studied. The pre-release material will be researched and considered alongside exam technique and possible context questions.	Exam Practice Questions and recall assessments
	5	Revision – All core threads.	
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Opportunities for developing literacy skills and developing learner confidence and enjoyment in reading	Links to British Values	Links to Careers	Links to Other Personal Development
Available in the library: 20 <sup>th</sup> Century Advertising by D. Saunders Advertising Illustrations by J. Bossert	Mutual Respect in Business:	Introducing students to the role and life of an entrepreneur and how much time, money and risk is involved in setting up your own business.	Living In the Wider World: Business Studies lessons encourage students to consider real-life Business case studies and

Big Business: Apple and Big Business: Google by A. Sutherland  
 Ethics in Business by L.Firth  
 Steve Jobs by K.Blumenthal  
 Usbourne Business for beginners by L.Bryan

- Within business, respect is required at all times, but especially during group activities when hearing others' views and methodologies is an essential aspect. Regular group work is incorporated throughout the course.

The Rule of Law in Business:

- Strategic Decisions are influenced by UK law and businesses must ensure they work within frameworks to flourish and maintain competitive.
- Legal issues are covered in many topics including Health and Safety, Consumer Rights, Intellectual Property such as patents and copyrights, Employee rights, as well as liability of business owners, taxation and the procedures for setting up a business.

Tolerance of Different Faiths and Beliefs in Business:

- Businesses must respect people with different views and beliefs and adapt products / services for different people leading to a unique selling point (USP).
- Main areas covered within topics such as the Equality Act within recruitment and selection. Corporate Social Responsibility / Corporate Cultures and Market Segmentation as well as operating internationally.

Democracy

- An important factor in the external environment in businesses covering topics such as international trade barriers, election of trade union officials and AGMs will develop students' understanding of the value of democracy i.e. the ruling majority.
- Brexit and the impact on the UK economy as a result of it is considered.

Individual Liberty

- For markets to operate efficiently, individuals must be free to work wherever they choose and wherever their skills are best utilised.

Having the freedom to make out own choices relates to topics such as the right to join a trade union, pressure groups, flexible working

Students are learnt life skills such as working out revenue and costs, cash flow and understand how they need to manage costs in order to pay for certain things. Students will learn about motivation and how important it is in the workplace, how it affects their productivity and efficiency. What rewards motivate students and what documents are used when applying for a job such as application forms, cover letter, CV, job description and personal specification.

There are many links within the curriculum to a wide range of careers and these are identified both during classroom delivery and also within classroom displays.

Potential careers include: Accounting, Finance, Management, Marketing & Sales, Operations & Administration. However, an understanding of the business world will be useful in any career choice. Business students can go onto study a range of related disciplines at university such as: Accounting, Finance, Management, Marketing, Economics and Business Systems & Administration.

relate knowledge learnt to a variety of scenarios. Students also consider their own skills and qualities and how these translate to the workplace. The impact of laws and government is also considered.

Relationships:

Students are encouraged to consider workplace relationships and consider the impact of workplace decisions on employee's mental health.

	arrangements, business ethics and code of practice.		
<b>Extra-Curricular and Co-Curricular Opportunities</b>	<b>Links with other subjects in the curriculum</b>		
Support Classes for Year 11-13 students are run as required. Opportunities to visit work-places and Business settings are encouraged. Sixth Form students have the opportunity to visit MiniBMW.	Business links into many subjects across the curriculum. In the finance topic, there is a large focus on accountancy and quantitative skills, looking at cashflow and breakeven, this allows students to improve their skills in Maths. There is a strong link with geography when the students look at business impact on the environment and globalisation. In addition, marketing and marketing campaigns have strong links with media. Our students will learn methods of thinking and research that are widely applicable to other subject areas helping their thinking in all subjects.		

# Business BTEC Knowledge Sequencing

This qualification is designed to allow students to provide a basic introduction to the Business sector through applied learning. By the end of the course students will know the key features of different businesses and what leads to success in the Business world. Students will know how to apply their knowledge in marketing campaigns and recruitment and selection processes. They will also gain an understanding of Business Finance. The course is designed to develop Cognitive and Problem-solving skills, Interpersonal skills and intrapersonal skills.

Prior Knowledge	Some students will have studied GCSE Business however the department recognises that students may also join the course with no prior knowledge of Business. Entry requirements for the joint sixth form ensures that all students have a basic understanding of percentages, statistical diagrams and ratios from GCSE mathematics.
Future Knowledge	This course provides students with transferable knowledge and skills that prepare students for progression to University or the world of work. Students will have developed the ability to research actively and methodically, be able to give presentations and be a team-player. They will be prepared for courses or jobs which require analytical skills, creative thinking and effective writing.

	Term	Key Knowledge	Assessment Focus
Year 12	1	Unit 1: Exploring Business (COURSEWORK UNIT) – Students will complete work for Learning Aim A: exploring the features of different businesses and what makes them successful. Learning Aim B: investigating how businesses are organised and Learning Aim C: the environment in which businesses operate.	Coursework: Learning Aims A, B and C internally assessed tasks
	2	Unit 1: Exploring Business (COURSEWORK UNIT) – Students will complete work for Learning Aim D: examining business markets and Learning Aim e: Investigating the role and contribution of innovation and enterprise to business success.	Coursework: Learning Aims D and E internally assessed tasks
	3	Unit 2: Developing a Marketing Campaign (CONTROLLED ASSESSMENT UNIT) – Students will understand the theory of the principles and purposes of marketing that underpin the creation of marketing campaigns with a focus on marketing aims and objectives, types of market and influences on marketing activity.	Key Terms Assessments
	4	Unit 2: Developing a Marketing Campaign (CONTROLLED ASSESSMENT UNIT) – Students will consider the rationale for developing a marketing campaign understanding market research and planning and developing a marketing campaign considering the marketing mix.	Key Terms Assessments and Mock controlled assessment
	5	Unit 2: Developing a Marketing Campaign (CONTROLLED ASSESSMENT UNIT) – Students will continue to prepare for their externally assessed controlled assessment	Externally Assessed Controlled Assessment
	6	Unit 3: Personal and Business Finance (EXTERNALLY ASSESSED EXAM)	Key Terms Assessments, Calculation Assessments and Exam Practice Questions
Year 13	Term	Key Knowledge	
	1	Unit 3: Personal and Business Finance (EXTERNALLY ASSESSED EXAM)	Key Terms Assessments, Calculation Assessments and Exam Practice Questions
	2	Unit 3: Personal and Business Finance (EXTERNALLY ASSESSED EXAM)	Key Terms Assessments, Calculation Assessments and Exam Practice Questions External Exam
	3	Unit 8: Recruitment and Selection Process (COURSEWORK UNIT) – Students will understand the theory of recruitment and selection and complete the tasks necessary to apply for a job of their choice.	
	4	Unit 8: Recruitment and Selection Process (COURSEWORK UNIT) - Students will play the roles of interviewer and interviewee for the job they have applied for and then review their own performance.	
	5	Unit 2: Developing a Marketing Campaign and Unit 3: Personal and Business Finance Revision if needed	
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<p><b>Extra-Curricular and Co-Curricular Opportunities</b></p>	<p><b>Links with other subjects in the curriculum</b></p>		
<p>Support Classes for Year 11-13 students are run as required. Opportunities to visit work-places and Business settings are encouraged.</p>	<p>Business links into many subjects across the curriculum. In the finance topic, there is a large focus on accountancy and quantitative skills, looking at cashflow and breakeven, this allows students to improve their skills in Maths. There is a strong link with geography when the students look at business impact on the environment and globalisation. In addition, marketing and marketing campaigns have strong links with media. Our students will learn methods of thinking and research that are widely applicable to other subject areas helping their thinking in all subjects.</p>		