



<p><b>Academic Year</b></p> <p><b><u>Year; 11</u></b></p>	<p><b>Content.</b></p> <ol style="list-style-type: none"> <li><b>Theme 2 Building a Business</b> examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows.</li> <li>In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.</li> <li>Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this.</li> </ol>	<p>Skills taught in each unit.</p> <p><b>Quantitative skills</b></p> <ol style="list-style-type: none"> <li><b>Calculation</b></li> <li><b>Interpretation</b></li> </ol> <p><b>Transferable skills</b></p> <ol style="list-style-type: none"> <li><b>Cognitive skills</b> <ul style="list-style-type: none"> <li>● Non-routine problem solving</li> <li>● Systems thinking.</li> <li>● Critical thinking –</li> <li>● ICT literacy</li> </ul> </li> <li><b>Interpersonal skills</b> <ul style="list-style-type: none"> <li>● Communication</li> <li>● Relationship-building skills</li> <li>● Collaborative problem solving</li> </ul> </li> <li><b>Intrapersonal skills</b> <ul style="list-style-type: none"> <li>● Adaptability</li> <li>● Self-management and self-development</li> </ul> </li> </ol>	<p><b>Assessment – what knowledge and skills will be assessed and how?</b></p> <p>The subject content has been organised into themes according to business contexts to ensure a holistic approach is adopted throughout the course of study. This develops students’ understanding of the interdependent nature of business activity, business operations, finance, marketing and human resources as well as external influences within a business context. It also supports students in applying their knowledge and understanding of how these interdependencies underpin business decision making. Both themes in the subject content represent this holistic approach through the application to different business contexts. This approach allows students to draw on knowledge and understanding from across their course of study as appropriate in any question on either paper. It also provides the basis for contextualised responses which is a key business skill.</p>
<p><b>Rationale</b></p>	<p>Year 11 builds upon the foundational knowledge acquired in Year 10 by introducing more advanced business concepts. This includes in-depth explorations of marketing strategies, financial analysis, and the complexities of business operations. The rationale is to challenge students and deepen their understanding.</p>		
<p><b>Autumn A – Autumn B</b></p>	<p>Topic 2.1 Growing the business</p>	<p><b>Quantitative skills</b></p>	<p>AO1: Demonstrate knowledge and understanding of business concepts and issues</p>
<p><b>Autumn B – Spring A</b></p>	<p>Topic 2.2 Making marketing decisions Topic 2.3 Making operational decisions</p>	<p><b>Cognitive skills</b> <b>Quantitative skills</b></p>	<p>AO2: Apply knowledge and understanding of business concepts and issues</p>



		<p>1. Calculation</p> <p>2. Interpretation</p>	to a variety of contexts
<b>Spring A-Spring B</b>	<p>Topic 2.4 Making financial decisions</p> <p>Topic 2.5 Making human resource decisions</p>	<p><b>Interpersonal skills</b></p> <ul style="list-style-type: none"> <li>● Communication</li> <li>● Relationship-building skills</li> <li>● Collaborative problem solving</li> </ul> <p><b>Intrapersonal skills</b></p> <ul style="list-style-type: none"> <li>● Adaptability</li> <li>● Self-management and self-development</li> </ul>	AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts
<b>Spring B – Summer A</b>	All topics consolidation	<b>All Transferable skills &amp; Quantitative skills</b>	AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions
<b>Summer B</b>	GCSE Exams	<b>All Transferable skills &amp; Quantitative skills</b>	AO1, AO2 & AO3