



Academic Year	Content. Unit title and brief outline of content.	Skills taught in each unit.	Assessment – what knowledge and skills will be assessed and how?
<u>Year 10</u>	<u>Edexcel GCSE Business</u>		
Autumn A	<p><u>Enterprise and Entrepreneurship</u> Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</p> <p><u>Spotting a business opportunity</u> Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition</p>	<p><u>Skills Sequencing</u> In the AUT A term, students learn to demonstrate knowledge and understanding of business concepts and issues before they apply this to a variety of contexts (business scenarios). In the AUT B term, students develop their ability to analyse business information and issues to demonstrate understanding of business activity.</p> <p><u>Links to Blooms Taxonomy</u> <u>AUT A (remember, understand)</u> Multiple choice questions, define, give, state, identify, calculate, complete the table, explain</p>	Business is assessed half termly using GCSE questions. As the terms progress, questions will be added from previously taught content to ensure that the students retain a body of knowledge. Lessons and homework will be tailored to facilitate the interleaving of previous work. Though the grade boundaries will be similar to the GCSEs, grades will be capped at a 6 if the students do not achieve high marks in the level 7 and above style
Autumn B	<p><u>Spotting a business opportunity</u> (As above)</p> <p><u>Putting a business idea into practice</u> This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects (revenue, costs, profit/loss, break-even, margin of safety, cash flow).</p>	<p><u>AUT B (apply, analyse)</u> Discuss – expansion and exploration of a business concept or issue Analyse - expansion and exploration of a business concept or issue in business context</p> <p><u>Quantitative Skills (AUT B, SPR A)</u> Students must draw on their knowledge and understanding of Theme 1 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions.</p>	
Spring A	<p><u>Putting a business idea into practice</u> As above</p> <p><u>Making the business effective</u> Students will explore a range of factors that impact on</p>		



	the success of the business, including location, the marketing mix and the business plan.	<p>Calculations in a business context, including:</p> <ul style="list-style-type: none"> • percentages and percentage changes • averages • revenue, costs and profit • cash-flow forecasts, including total costs, total revenue and net cash flow. - Signposting the links to GCSE Maths when teaching percentages, averages, etc. <p><u>Skills Sequencing</u></p> <p>In SPR A term, students develop the skill of being able to make a justified recommendation for a business.</p> <p>In SPR B term, students evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> <p><u>Links to Blooms Taxonomy</u></p> <p>Development of skills; State, Outline, Explain, Discuss and Analyse</p> <p>New skills; Justify (recommend an option) and Evaluate (come to an evidence based conclusion)</p> <p>Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:</p> <ul style="list-style-type: none"> • information from graphs and charts • financial data, including profit and loss, average rate of return and cash-flow forecasts • marketing data, including market research data • market data, including market share, changes in costs and changes in prices. 	questions (Justify and Evaluate).
Spring B	<p><u>Making the business effective</u></p> <p>As above</p> <p><u>Understanding external influences</u></p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p>		
Summer A	<p><u>Understanding external influences</u></p> <p>As above</p> <p>Exam preparation</p> <p><i>Students move onto Theme 2 where they explore business growth utilising their foundation of knowledge from Year 10. Continual interleaving content from Year 10.</i></p> <p><u>Growing the business</u></p> <p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p>		
Summer B	<p><u>Growing the business</u></p> <p>Students are introduced to methods of growth and how</p>		



	<p>and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p><u>Making marketing decisions</u></p> <p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace</p>		
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Academic Year <u>Year 11</u>	Content and rationale. Unit title and brief outline of content.	Skills taught in each unit.	Assessment – how will the knowledge and skills be assessed?
Autumn A	<p><u>Making marketing decisions</u></p> <p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace</p> <p><u>Making operational decisions</u></p> <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>	<p><u>Skills sequencing</u></p> <p>In the SPR term, there is a renewed focus on quantitative skills. New calculations in a business context are introduced, including:</p> <ul style="list-style-type: none"> • Calculations and applying business formulae profitability ratios (gross profit margin and net profit margin) • Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including: <ul style="list-style-type: none"> ○ Gross profit margin and net profit margin ratios ○ Average rate of return 	<p>Business is assessed half termly using GCSE questions.</p> <p>As the terms progress, questions will be added from previously taught content to ensure that the students retain a body of knowledge.</p> <p>Lessons and homework will be tailored to facilitate the interleaving of</p>
Autumn B	<p><u>Making operational decisions</u></p> <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>		



	Mock preparation (Theme 1 retrieval)		previous work. Though the grade boundaries will be similar to the GCSEs, grades will be capped at a 6 if the students do not achieve high marks in the level 7 and above style questions (Justify and Evaluate).
Spring A	<u>Topic 2.4 Making financial decisions</u> students will explore the tools a business has to support financial decision making , including ratio analysis and the use and limitation of a range of financial information . (Theme 1 retrieval)		
Spring B	<u>Topic 2.5 Making human resource decisions</u> growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. (Theme 1 retrieval) Exam preparation		
Summer term: End of KS readiness for the 6th form	Key Knowledge studied at KS4 that will be useful for the 6th form A-Level – all content from GCSE is developed at a greater depth in the AQA A-Level curriculum, so all listed content above will be useful. BTEC – specific topics from GCSE are studied in greater depth in the BTEC Business curriculum: <ul style="list-style-type: none"> - Enterprise and Entrepreneurship – Unit 1 Exploring business - Learning Aim E - Spotting a business opportunity – Unit 2 Developing a marketing campaign - Putting a business idea into practice – Unit 3 Personal and business finance 	Summary of the main core skills taught at KS4 that can be reactivated at KS5 Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including: <ul style="list-style-type: none"> • information from graphs and charts • financial data, including profit and loss, average rate of return and cash-flow forecasts • marketing data, including market research data • market data, including market share, changes in costs and changes in prices. Evaluation of business information and issues to demonstrate understanding of business activity, making judgements and	



	<ul style="list-style-type: none">- Making the business effective – Unit 1 Exploring business, Unit 2 Developing a marketing campaign, Unit 19 Pitching for a new business.- Understanding external influences – Unit 1 Exploring business, Unit 2 Developing a marketing campaign- Making marketing decisions – Unit 2 Developing a marketing campaign- Making financial decisions – Unit 3 Personal and business finance, Unit 19 Pitching for a new business- Making human resource decisions – Unit 6 Principles of management	drawing conclusions .	
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