



Higher Line (Y10-11) GCSE Business

	Year 10	Year 11
Half Term 1	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>Students are introduced to the dynamic explore the impact of risk and reward on business activity and the role of entrepreneurship</p>	<p>Topic 2.1 Growing the business</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>
Half Term 2	<p>Topic 1.2 Spotting a business opportunity</p> <p>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>Topic 2.2 Making marketing decisions</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>
Half Term 3	<p>Topic 1.3 Putting a business idea into practice</p> <p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects</p>	<p>Topic 2.3 Making operational decisions</p> <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>
Half Term 4	<p>Topic 1.4 Making the business effective</p> <p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>	<p>Topic 2.4 Making financial decisions</p> <p>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.</p>
Half Term 5	<p>Topic 1.5 Understanding external influences on business</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>	<p>Topic 2.5 Making human resource decisions</p> <p>Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p>
Half Term 6	<p>EOY Exam and exam review</p> <p>Current Business affairs research and presentation project</p>	

Sixth Form (Y12-13) A Level Business

	Year 12	Year 13
Term 1	<p>This theme enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting</p>	<p>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</p>



Business Curriculum Overview

	Year 12	Year 13
	with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders	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.
Term 2	This theme enables students to develop an understanding of raising and managing finance, and measuring business performance. 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.	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.

Sixth Form (Y12-13) BTEC Business

	Year 12	Year 13
Half Term 1	<ul style="list-style-type: none"> Unit 1: Exploring Business - learning aim A and B theory. Unit 2: Developing a Marketing Campaign - theory and assessment practice. 	<ul style="list-style-type: none"> Unit 3: Personal and Business Finance theory. Unit 8: learning aim A a theory.
Half Term 2	<ul style="list-style-type: none"> Unit 1: Exploring Business - learning aim A and B write up of assignment Unit 2: Developing a Marketing Campaign - theory and assessment practice 	<ul style="list-style-type: none"> Unit 3: Personal and Business Finance theory. Unit 8: learning aim A write up of assignment.
Half Term 3	<ul style="list-style-type: none"> Unit 1: Exploring Business- learning aim C and D theory. Unit 2: Developing a Marketing Campaign - theory and assessment practice. 	<ul style="list-style-type: none"> Unit 3: Personal and Business Finance external assessment. External assessment to be taken. Unit 8: learning aim B theory
Half Term 4	<ul style="list-style-type: none"> Unit 1: Exploring Business - learning aim C and D write up of assignment. Unit 2: Developing a Marketing Campaign - theory and assessment 	<ul style="list-style-type: none"> Unit 3: Personal and Business Finance theory Unit 8: learning aim B write up of assignment



Business Curriculum Overview

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	practice	
Half Term 5	<ul style="list-style-type: none">Unit 1: Exploring Business - learning aim E theory and write upUnit 2: Developing a Marketing Campaign - theory and assessment practice. External assessment to be taken	<ul style="list-style-type: none">Unit 3: Personal and Business Finance theory.Unit 8: learning aim C theory and write up of assignmentPotential resits for externally assessed units (Units 2 and 3)
Half Term 6	<ul style="list-style-type: none">Unit 3: Personal and Business Finance theory	