

## Intent

We aim to deliver all students the opportunity to develop their appreciation and interest in the field of Business through inspirational teaching founded in expert subject knowledge. We strive to give our students the confidence, independence and resilience to be able to progress to further education, training or employment. We aim to inspire the entrepreneurs of the future and throughout our lessons develop their skills to be a successful employee or business leader. This awareness is embedded in our curriculum through the discussion of employment legislation, as well as understanding the drawbacks and benefits to sources of finance such as mortgages for their future. Lessons develop written and verbal analysis and evaluation skills, which are transferable across a variety of different environments both in education and the workplace.

## Implementation

- Our curriculum is designed to ensure student knowledge and understanding is developed each lesson through expert teaching
- Knowledge and skills are taught in KS4, which allows students to build confidence and create the opportunity to specialise in various aspects of business in Year 12 & 13.
- Each lesson follows a similar structure: consolidation, building of knowledge, application and reflection. The department follows Rosenshine's 'Principles of Instruction' when planning lessons.
- We support and challenge to ensure all students make good and outstanding progress.
- Students' books, folders and Showbie accounts will show clear evidence of progress over time demonstrated through written responses to business challenges with teacher feedback for improvement.
- Vocabulary is taught explicitly. Students are encouraged to 'Talk like a business person', with new vocabulary introduced prior to engaging with the unit.
- Both formative and summative assessment are used at different stages throughout the curriculum to assess the knowledge and understanding of the pupils, not only subject knowledge but their understanding of what each type of exam question response requires them to do.
- Questioning in lessons and written class and homework allow the teacher to judge whether learning of subject knowledge is secure. Tests taken at the end of units of work and through the Year 10 and 11 exams allow pupils and teachers to gain a more holistic understanding of whether pupils understand the content and can apply this understanding to the case studies.
- Develop knowledge and understanding of business and economic concepts and terms.
- Develop knowledge and understanding of their role in business and as a wider part of society and the economy.
- In addition to learning about business theory and calculations, pupils will be encouraged to be good global citizens as they will be required to consider the health, social, moral and ethical issues surrounding business decisions and the impact that businesses can have on a wide range of stakeholders.

Term	Topics Covered	Skills/AOs/interleaved content	Assessment
Yr 10 Autumn 1	<p><b>Topics</b></p> <p><b>Topic 1.1: Enterprise and Entrepreneurship</b></p> <p>1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise</p> <p><b>Topic 1.2: Spotting a Business Opportunity</b></p> <p>1.2.1 Customer needs 1.2.2 Market research- Methods and types</p>	<p>AO1, AO2,</p> <p>Name, outline, describe, explain, discuss</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p>	<p>End of Topic 1.1 Test (w/c 3<sup>rd</sup> October)</p>
Yr 10 Autumn 2	<p><b>Topic 1.2: Spotting a Business Opportunity (continued)</b></p> <p>1.2.3 Market segmentation 1.2.4 The competitive environment</p> <p><b>Topic 1.3: Putting A Business Idea into Practice</b></p> <p>1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits - Interest - Breakeven - Margin of Safety</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse</p> <p>Numerical skills (division / multiplication / subtracting / adding / working out percentages)</p> <p>Introduce contextual answers</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Introduce Formulas</p>	<p>End of Topic 1.2 Test with 1.1 interleaving (w/c 15<sup>th</sup> November)</p>
Yr 10 Spring 1	<p><b>Topic 1.3: Putting A Business Idea into Practice (continued)</b></p> <p>1.3.3 Cash and cash-flow 1.3.4 Sources of business finance</p> <p><b>Topic 1.4 Making the business effective</b></p> <p>1.4.1 The options for start-up and small businesses - Legal structures - Limited &amp; Unlimited Liability - Franchising 1.4.2 Business location</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse, justify</p> <p>Numerical skills (division / multiplication / subtracting / adding / working out percentages)</p> <p>Understanding, interpreting and drawing graphs</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p>	<p>End of Topic 1.3 Test with interleaving (w/c 9<sup>th</sup> January)</p>
Yr 10 Spring 2	<p><b>Topic 1.4 Making the business effective (continued)</b></p> <p>1.4.3 The marketing mix 1.4.4 Business plans</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, justify, evaluate, analyse</p> <p>Contextual answers</p> <p>Model answers prepared by teacher</p>	<p>End of Topic 1.4 Test with interleaving (w/c 27<sup>th</sup> February)</p>

	<p><b>Topic 1.5 Understanding External Influences on a Business</b></p> <p>1.5.1 Business stakeholders  1.5.2 Technology and business  1.5.3 Legislation and business  1.5.4 The economy and business  - Interest rates  - Exchange rates  - Unemployment  - Consumer income  - Government Taxation  - Inflation  1.5.5 External influences</p>	<p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p>	<p>End of Topic 1.5 Test with interleaving – To be peer marked (w/c 27<sup>th</sup> March)</p>
Yr 10 Summer 1	<p>Revision lessons for Year 10 Exams</p> <p><b>Topic 2.1 Growing the Business Business Growth</b></p> <p>- Changes in aims and objectives</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse, justify</p> <p>Exam prep – go over context, command words, developmental language</p> <p>Introduce revision strategies</p> <p>Look at past papers</p> <p>Independent revision using guide and workbooks, as well as the following resources:</p> <p><a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	<p>Year 10 Exams (105 minute paper covering whole of Theme 1 – w/c 17<sup>th</sup> April)</p>
Yr 10 Summer 2	<p><b>Topic 2.1 Growing the Business Business Growth (continued)</b></p> <p>- Business and Globalisation  - Ethics, The Environment and Business</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse, justify</p> <p>Interleaving lessons for the last 2 weeks of term</p> <p>Independent revision using guide and workbooks, as well as the following resources:</p> <p><a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	<p>End of Topic 2.1 Test with interleaving (w/c 3<sup>rd</sup> July)</p>
Yr 11 Autumn 1	<p><b>Topic 2.1 Growing the Business Business Growth (continued)</b></p> <p>- Ethics, The Environment and Business</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse, justify</p>	

	<p><b>Topic 2.2 Making Marketing Decisions</b></p> <ul style="list-style-type: none"> <li>- Product</li> <li>- Price</li> <li>- Promotion</li> <li>- Place</li> </ul>	<p>Exam prep – go over context, command words, developmental language</p> <p>Contextual answers</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Theme 1 &amp; 2.1-2.2 revision</p> <p>Independent revision using guide and workbooks, as well as the following resources:  <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	
Yr 11 Autumn 2	<p><b>Topic 2.2 Making Marketing Decisions (Cont.)</b></p> <ul style="list-style-type: none"> <li>- Adapting the Marketing Mix</li> </ul> <p><b>Topic 2.3 Making Operational Decisions</b></p> <ul style="list-style-type: none"> <li>- Business Operations</li> <li>- Working with Suppliers</li> <li>- Managing Quality</li> <li>- The Sales Process</li> </ul>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, analyse, justify</p> <p>Exam prep – go over context, command words, developmental language</p> <p>Theme 1 &amp; 2.1-2.2 revision</p> <p>Mock exam feedback</p> <p>Booster lessons based on QLA</p> <p>Contextual answers</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Independent revision using guide and workbooks, as well as the following resources:  <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	Year 11 Mock Exams – (105 minute paper covering Theme 1 and up to and including Theme 2.2)
Yr 11 Spring 1	<p><b>Topic 2.4 Making Financial Decisions</b></p> <ul style="list-style-type: none"> <li>- Business Calculations</li> <li>- Understanding Business Performance</li> </ul>	<p>AO1a, AO2, AO3, AO3b</p> <p>Numerical skills (division / multiplication / subtracting / adding / working out percentages)</p>	

		<p>Name, outline, describe, explain, analyse, justify</p> <p>Interleaving exam questions</p> <p>Contextual answers</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Independent revision using guide and workbooks, as well as the following resources:  <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	
Yr 11 Spring 2	<p><b>Topic 2.5 Making Human Resource Decisions</b></p> <ul style="list-style-type: none"> <li>- Organisational Structure</li> <li>- Effective Recruitment</li> <li>- Effective Training and Recruitment</li> <li>- Employee Motivation</li> </ul> <p>Theme 1 &amp; 2 revision lessons</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Exam prep – go over context, command words, developmental language</p> <p>Theme 1 &amp; 2 revision</p> <p>Pre-Public Exam feedback</p> <p>Booster lessons based on QLA</p> <p>Contextual answers</p> <p>Model answers prepared by teacher</p> <p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Independent revision using guide and workbooks, as well as the following resources:  <a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	<p>End of Topic 2.5 Test with interleaving - To be peer marked</p> <p>Year 11 Pre-Public Exams (w/c 27/02/23) – 2 weeks</p>
Yr 11 Summer 1	<p><b>Revising previous topics</b></p> <p>Booster lessons based on QLA</p> <p>Revising traditionally difficult topics</p>	<p>AO1a, AO2, AO3, AO3b</p> <p>Name, outline, describe, explain, evaluate, analyse</p> <p>Practice Exam Papers</p> <p>Model answers prepared by teacher</p>	<p>GCSE Paper 1 Exam (19/05/23)</p> <p>Assessing long written answers in class and on Showbie</p>

	<p>Students to use PLCs &amp; QLAs to identify and focus on their own areas of weakness</p> <p>Mini assessments – Topic focussed</p>	<p>Weekly peer marking</p> <p>Weekly homework set on Showbie</p> <p>Independent revision using guide and workbooks, as well as the following resources:</p> <p><a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	<p>Mini assessment (30 marks) given each week</p> <p>Peer assessment of mini tests</p>
<p>Yr 11 Summer 2</p>	<p><b>Revising previous topics</b></p> <p>Revising traditionally difficult topics</p> <p>Students to use PLCs &amp; QLAs to identify and focus on their own areas of weakness</p>	<p>Revision key areas picked up in exam week</p> <p>Exam questions (homework and in class)</p> <p>Independent revision using guide and workbooks, as well as the following resources:</p> <p><a href="https://www.bbc.co.uk/bitesize/subjects/zpsvr82">https://www.bbc.co.uk/bitesize/subjects/zpsvr82</a>  <a href="https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing">https://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing</a>  <a href="https://revisionworld.com/gcse-revision/business-studies">https://revisionworld.com/gcse-revision/business-studies</a>  <a href="https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public">https://www.businessed.co.uk/index.php/home/theory/gcse/edexcel-gcse-9-1-theory-notes-public</a>  <a href="https://www.tutor2u.net/live">https://www.tutor2u.net/live</a></p>	<p>GCSE Paper 2 Exam (12/02/23)</p>