

# KS5 Long Term Plan 2020-2021

## Subject: Business

### Exam Board: Edexcel



#### Statement of Intent for Business

The Business department aims to enlighten minds through investigating the business world and the economy on a local, national and global level. We want to ensure that students understand that whatever they do in the future they will all work for some sort of organisation and all be a part of a global economy. Understanding the world of business and economics is essential and building students transferable skills base in areas such as comprehension, numeracy, problem solving and collaboration is core to what we do.

We endeavour to make sure that students of business make progress at pace through work that is varied, active and that supports and challenges them whatever their ability. As a department we pride ourselves on knowing students and building relationships of trust and honesty. Through rigorous assessment for learning we ensure that every student knows what they have to do to progress in the subject. Our schemes of work are reviewed and revised regularly to ensure that Business lessons are relevant and up to date and incorporate latest business thinking and current news stories so that lessons are brought to life in real time.

#### Statement of Implementation for Business

The curriculum in Business is planned and delivered by specialist teachers of Business at Key Stage 4 and 5. All teachers have experience in the Business world in a variety of roles. The Business department has three specialist classrooms, two of which have ICT facilities to allow BTEC students to work on internally assessed coursework and GCSE and A'Level students to complete independent research tasks and develop skills in business application such as MS Excel and PowerPoint.

Key Stage 4 schemes of work follow the Edexcel specification for GCSE Business. Key Stage 4 groups are taught in option groups and have 3 x 50 minute lessons per week.

Key Stage 5 schemes of work follow the Edexcel specification for A'Level Business. Key Stage 5 groups are taught in option groups and have 6 x 50 minute lessons in Year 12 and 7 x 50 minutes lessons in Year 13.

BTEC groups at Key Stage 5 are taught in option groups and we deliver the BTEC Extended Certificate in Business. We deliver the three mandatory units (Unit 1: Exploring Business, Unit 2: Developing a Marketing Campaign and Unit 3: Personal and Business Finance) and one optional unit which is Unit 14: Investigating Customer Service. Units 1 and 2 are delivered in Year 12 so as to give students the option to finish with a Certificate at the end of Year 12 should they wish to. In Year 13 we deliver Unit 3 and 14.

Term	Topics Covered (Date completed by and number of lessons)	Skills/AOs/interleaved content	Assessment (date and nature of assessment)
<b>Year 12 Autumn 1</b>	<p><b>Topic 1.1: Meeting Customer Needs (EOF and JNE)</b></p> <ul style="list-style-type: none"> <li>• The Market</li> <li>• Market Research</li> <li>• Market Positioning</li> </ul> <p><b>Topic 2.1: Raising Finance (CHO)</b></p> <ul style="list-style-type: none"> <li>• Internal Finance</li> <li>• External Finance</li> <li>• Liability</li> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul>	Mid Topic Assessment for Progress Reports 5/10/20.
<b>Year 12 Autumn 2</b>	<p><b>Topic 1.2: The Market (EOF and JNE)</b></p> <ul style="list-style-type: none"> <li>• Demand</li> <li>• Supply</li> <li>• PED</li> <li>• YED</li> <li>• Markets</li> </ul> <p><b>Topic 1.3: Marketing and Strategy (EOF and JNE)</b></p> <ul style="list-style-type: none"> <li>• Product Design</li> <li>• Branding and Promotion</li> </ul> <p><b>Topic 2.2: Financial Planning (CHO)</b></p> <ul style="list-style-type: none"> <li>• Sales Forecasting</li> <li>• Sales, Revenue, Costs</li> <li>• Breakeven</li> <li>• Budgets</li> </ul> <p><b>Topic 2.3: Managing Finance (CHO)</b></p> <ul style="list-style-type: none"> <li>• Profit</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Interpret graphs</li> <li>• Using formula</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul>	Theme 1.1 and 1.2 and 2.1 and 2.2 Assessment 30/11/20.
<b>Year 12 Spring 1</b>	<p><b>Topic 1.3: Marketing and Strategy (JNE and EOF)</b></p> <ul style="list-style-type: none"> <li>• Pricing Strategies</li> <li>• Distribution</li> <li>• Marketing Strategy</li> </ul> <p><b>Topic 1.4: Managing People (JNE and EOF)</b></p> <ul style="list-style-type: none"> <li>• Approaches to staffing</li> <li>• Recruitment , selection and training</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul>	Theme 1.3 and 2.3 End of Topic Assessment with interleaved content 08/02/2021. Not be given back until end of 1 <sup>st</sup> week back after half term.

	<p>Topic 2.3: Managing Finance (CHO)</p> <ul style="list-style-type: none"> <li>Liquidity</li> <li>Business Failure</li> </ul> <p>Topic 2.4: Resource Management (CHO)</p> <ul style="list-style-type: none"> <li>Production, productivity and efficiency</li> </ul>		
<b>Year 12 Spring 2</b>	<p>Topic 1.4: Managing People (JNE and EOF)</p> <ul style="list-style-type: none"> <li>Organisational design</li> <li>Motivation</li> <li>Leadership</li> </ul> <p>Topic 1.5: Entrepreneurs and Leaders (JNE and EOF)</p> <ul style="list-style-type: none"> <li>Role of an entrepreneur</li> <li>Skills and characteristics</li> </ul> <p>Topic 2.4: Resource Management (CHO)</p> <ul style="list-style-type: none"> <li>Capacity Utilisation</li> <li>Stock Control</li> <li>Quality Management</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge</li> <li>Application</li> <li>Explain</li> <li>Examine</li> <li>Interpret Data</li> <li>Discuss</li> <li>Evaluate</li> <li>Assess</li> <li>Recommend</li> <li>Interpret Data</li> <li>Interpret graphs</li> <li>Using formula</li> </ul>	Theme 1.4 and 2.4 End of Topic Assessment with interleaved content 22/03/2021.
<b>Year 12 Summer 1</b>	<p>Topic 1.5: Entrepreneurs and Leaders (JNE and EOF)</p> <ul style="list-style-type: none"> <li>Business Objectives</li> <li>Forms of Business</li> <li>Business Choices</li> </ul> <p>Topic 2.5: External Influences (CHO)</p> <ul style="list-style-type: none"> <li>Economic Influences</li> <li>Legislation</li> <li>Competitive Environment</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge</li> <li>Application</li> <li>Explain</li> <li>Examine</li> <li>Interpret Data</li> <li>Discuss</li> <li>Evaluate</li> <li>Assess</li> <li>Recommend</li> <li>Interpret Data</li> <li>Interpret graphs</li> <li>Using formula</li> </ul>	Theme 1.5 and 2.5 End of Topic Assessment with interleaved content 17/05//21
<b>Year 12 Summer 2</b>	<ul style="list-style-type: none"> <li>Revision for Mocks</li> <li>Feedback</li> <li>Where possible move on to Theme 3 and Theme 4</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge</li> <li>Application</li> <li>Explain</li> <li>Examine</li> <li>Interpret Data</li> <li>Discuss</li> <li>Evaluate</li> <li>Assess</li> <li>Recommend</li> <li>Interpreting mark schemes and examiner reports</li> </ul>	Mock Exams w/c 21 <sup>st</sup> June 2021.

Term	Topics Covered (Date completed by and number of lessons)	Skills/AOs/interleaved content	Assessment (date and nature of assessment)
<b>Year 13 Autumn 1</b>	<p><b>Topic 3.1 : Business Objectives and Strategy (EOF)</b></p> <ul style="list-style-type: none"> <li>• Corporate Objectives</li> <li>• Theories of Corporate Strategy</li> <li>• SWOT Analysis</li> <li>• Impact of external influences</li> </ul> <p><b>Topic 4.1: Globalization (JNE)</b></p> <ul style="list-style-type: none"> <li>• Growing Economies</li> <li>• International Trade and Business Growth</li> <li>• Factors contributing to increased globalisation</li> <li>• Protectionism Trading Blocs</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul> <p>Interleave lockdown weak topics and other areas of theme 1 and 2 weakness before mocks</p>	<p>Mock Exams w/c 12<sup>th</sup> October – all of Theme 1 and 2 and whatever is covered from Themes 3 and 4 by end of September</p>
<b>Year 13 Autumn 2</b>	<p><b>Topic 3.2: Business Growth (EOF)</b></p> <ul style="list-style-type: none"> <li>• Growth</li> <li>• Mergers and Takeovers</li> <li>• Organic Growth</li> <li>• Reasons for Staying Small</li> </ul> <p><b>Topic 4.2: Global Markets and Business Expansion (JNE)</b></p> <ul style="list-style-type: none"> <li>• Conditions that prompt trade</li> <li>• Assessment of a Country as s Market</li> <li>• Assessment of a country as a production location</li> <li>• Reasons for global mergers or joint ventures</li> <li>• Global competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Interpret graphs</li> <li>• Using formula</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul> <p>Interleave weak topics from the mock exams and student feedback.</p>	<p>Theme 3.1 and 3.2 and Theme 4.1 and 4.2 Assessments with interleaved questions from Theme 1 and 2 week commencing 30/11/2020 to enable feedback pre Christmas holidays</p>
<b>Year 13 Spring 1</b>	<p><b>Topic 3.3: Decision Making Techniques (EOF)</b></p> <ul style="list-style-type: none"> <li>• Quantitative sales forecasting</li> <li>• Investment appraisal</li> <li>• Decision Trees</li> <li>• Critical Path Analysis</li> </ul> <p><b>Topic 4.3: Global Marketing (JNE)</b></p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Niche markets</li> <li>• Cultural/social factors</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Interpret graphs</li> <li>• Using formula</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul>	<p>Prepare for PPE's w/c 25<sup>th</sup> Jan 2021 to include up to and including 3.3. and 4.3</p>

<b>Year 13 Spring 2</b>	<p><b>Topic 3.4: Influences on Business Decisions (JNE)</b></p> <ul style="list-style-type: none"> <li>• Corporate influences</li> <li>• Corporate culture</li> <li>• Shareholders vs stakeholders</li> <li>• Business ethics</li> </ul> <p><b>Topic 3.5: Assessing Competitiveness (EOF)</b></p> <ul style="list-style-type: none"> <li>• Interpretation of financial statements</li> <li>• Ratio Analysis</li> <li>• Human Resources</li> </ul> <p><b>Topic 3.6 Managing Change (EOF)</b></p> <ul style="list-style-type: none"> <li>• Causes and effects of change</li> <li>• Key factors in change</li> <li>• Scenario Planning</li> </ul> <p><b>Topic 4.4: Global Industries and companies (JNE)</b></p> <ul style="list-style-type: none"> <li>• The impact of MNCs</li> <li>• Ethics</li> <li>• Controlling MNCs</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Interpret graphs</li> <li>• Using formula</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> </ul>	<p>Theme 3.4, 3.5 and 3.6 and Theme 4.4 with interleaved topics from Themes 1, 2 and previous 3 and 4 topics Assessment before Easter approx. 29<sup>th</sup> March 2021.</p>
<b>Year 13 Summer 1</b>	Mop up any unfinished topics and revision.	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Application</li> <li>• Explain</li> <li>• Examine</li> <li>• Interpret Data</li> <li>• Discuss</li> <li>• Evaluate</li> <li>• Assess</li> <li>• Recommend</li> <li>• Interpreting mark schemes and examiner reports</li> </ul> <p>Interleaved topics from Worry Wall</p>	<p>Interleaved Assessment before half term holidays. Anticipate all exams being after half term!</p>
<b>Year 13 Summer 2</b>	REVISION and EXAMS		