



Curriculum Area:	Business Studies GCSE learning plan
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Intent

Curriculum Statement:

The business studies curriculum is knowledge rich and is designed to develop well-rounded student characteristics, ensuring our young people are equipped for the world of work. The intent is for all students to become highly informed through the teaching of in-depth developed knowledge and skilled in the world of business, this includes students developing an economic awareness of business and building entrepreneurs of the future.

The business studies department promises to ensure no door will be closed to students, we cater for all needs and abilities by teaching GCSE and BTEC qualifications. We want all of our students to have a life full of choice. We will inspire future business entrepreneurs, ensuring that we empower and equip students to share a passion for business studies learning, enabling future dreams and ambitions to be fulfilled.

Our goal is for students to leave our department well prepared for the next stage of their educational/work journey, by developing student’s business knowledge, building key employability skills and developing collaborative partnerships.

Big Ideas:

- Gross and net profit, margins, breakeven,%, cashflow, costs.
- Business ownership ,aims ,objectives and stakeholders.
- Technology, ethical and environmental considerations.

Implementation

Year 10- Content		Assessments		CEIAG	Personal Development
		Topics	Assessment type		
Term 1	<ul style="list-style-type: none"> • Business in the real world 	<ul style="list-style-type: none"> • Reasons for starting a business • Business ownership • Aims and objectives • Stakeholders • Business location • Business planning • Expanding a business 	<ul style="list-style-type: none"> • On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding • Summative end of term assessment focusing on the business in the real world. It will also include knowledge of how stakeholders shape and affect businesses planning and expansion. 	<ul style="list-style-type: none"> • 5.8 million small businesses in the UK 	<ul style="list-style-type: none"> • Develops knowledge of the purpose and dynamic nature of business • Increase commercial awareness of legal structure • Develops knowledge of short, long-term and SMART objectives • Develop critical thinking skills relative to stakeholder interest and influence and factors that form the choice of location and business planning • Develop student knowledge of methods of expansion
Term 2	<ul style="list-style-type: none"> • Human resources 	<ul style="list-style-type: none"> • Organisational structures • Recruitment and selection 	<ul style="list-style-type: none"> • On-going in class formative assessment 	<ul style="list-style-type: none"> • 5.6 million people work in Human 	<ul style="list-style-type: none"> • Develops decision making skills • Develops planning and organisational skills

		<ul style="list-style-type: none"> • Motivation of employees • Training 	<p>using quizzes and lesson exit tickets to check key knowledge understanding</p> <ul style="list-style-type: none"> • Summative end of term assessment focusing on organisational structures and recruitment and selection along with analysing and evaluating the effectiveness of internal and external recruitment. It will also include knowledge recall from last terms business objectives and planning resources as part of the business plan 	<p>Resources and recruitment</p>	<ul style="list-style-type: none"> • Develops understanding of what businesses need when recruiting and selecting employees • Develop management skills • Leadership skills • Prepare students for work experience expectation in applying for jobs in year 10
<p>Term 3</p>	<ul style="list-style-type: none"> • Basic financial terms and calculations 	<ul style="list-style-type: none"> • Sources of finance • Gross and net profit • Profit margins • Cash flow • Breakeven 	<ul style="list-style-type: none"> • On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding • Summative end of term assessment focusing on financial calculations along with analysing and evaluating how a business could measure and improve its profitability 	<ul style="list-style-type: none"> • Over 840,000 people work in the UK accountancy industry • Develops financial acumen and equips students for working in the financial industry or setting up their own business 	<ul style="list-style-type: none"> • Develops decision making skills • Develops planning and organisational skills • Develops financial acumen, prepares students for the world of work
<p>Term 4</p>	<ul style="list-style-type: none"> • Influences on a business 	<ul style="list-style-type: none"> • External influences, PESTLE (teaching from a level spec) • Technology • Ethical and environmental consideration 	<ul style="list-style-type: none"> • On-going in class formative assessment using quizzes and lesson exit tickets to 	<ul style="list-style-type: none"> • 12 to 24 million ecommerce sites in world 	<ul style="list-style-type: none"> • Students will be able to identify employment laws and laws that protect consumers, they will be able to apply these to the real world

			<p>check key knowledge understanding</p> <ul style="list-style-type: none"> • Summative end of term assessment focusing on the influences on a business, analysing and evaluating the most impactful economic indicators for the business. It will also include knowledge recall from last terms business operations. 		
Term 5	<ul style="list-style-type: none"> • Business Operations 	<ul style="list-style-type: none"> • Production process • Role of procurement • The concept of quality • Customer service 	<ul style="list-style-type: none"> • On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding • Summative end of term assessment focusing on the production process, analysing and evaluating the effectiveness of quality within the business. It will also include knowledge recall from previous terms human resource topic 	<ul style="list-style-type: none"> • UK manufacturing contributed to 25% of the UK GDP • Employs 2.7 million people • UK average earning is £32,500 	<ul style="list-style-type: none"> • Develops decision making skills • Students will develop customer service skills
	<ul style="list-style-type: none"> • Marketing and Market Research 	<ul style="list-style-type: none"> • Identifying and understanding marketing • Segmentation • The purpose and methods of market research 	<ul style="list-style-type: none"> • On-going in class formative assessment using quizzes and lesson exit tickets to check 	<ul style="list-style-type: none"> • 979,000 employees work in the sales and marketing sector 	<ul style="list-style-type: none"> • Develop student knowledge of how companies identify customer needs • Develop student's knowledge of how businesses apply the marketing mix focusing on key strategies for success to include product, price, promotion and distribution (place)



<p>Term 6</p>		<ul style="list-style-type: none"> • Elements of the marketing mix • Using the marketing mix product and pricing • Promotion and distribution 	<p>key knowledge understanding</p> <ul style="list-style-type: none"> • Summative end of term assessment focusing on marketing, market research, marketing mix business adopt to start and grow a business. It will also include knowledge recall from previous terms human resource, finance implication and customer service. 		
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Year 11- Content		Assessments		CEIAG	Personal Development
		Topics	Assessment type		
Term 1	<ul style="list-style-type: none"> Influences on a business 	<ul style="list-style-type: none"> Technology (Recap Big Idea) Ethical and environmental considerations (Recap Big Idea) Economic climate Globalisation Legislation Competitive environment External influences, PESTLE (teaching from a level spec) 	<ul style="list-style-type: none"> On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding Summative end of term assessment focusing on the influences on a business, analysing and evaluating the most impactful economic indicators for the business. It will also include knowledge recall from last terms business operations. 	<ul style="list-style-type: none"> 12 to 24 million ecommerce sites in world 	<ul style="list-style-type: none"> Students will be able to identify employment laws and laws that protect consumers, they will be able to apply these to the real world
	<ul style="list-style-type: none"> Recap: Basic financial terms and calculations 	<ul style="list-style-type: none"> Gross and net profit Profit margins Percentages and Costs Cashflow Ways of measuring and improving profitability at both gross and net profit level Breakeven 	<ul style="list-style-type: none"> On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding Summative end of term assessment focusing on financial calculations along with analysing and evaluating how a business could measure and improve its profitability. It will also include knowledge recall from last terms topic of ratio analysis 	<ul style="list-style-type: none"> Over 840,000 people work in the UK accountancy industry Develops financial acumen and equips students for working in the financial industry or setting up their own business 	<ul style="list-style-type: none"> Develops decision making skills Develops planning and organisational skills Develops financial acumen, prepares students for the world of work
	<ul style="list-style-type: none"> Analysing financial performance of a business 	<ul style="list-style-type: none"> Income statements Balance sheets Average rate of return Assessing a business performance 	<ul style="list-style-type: none"> On-going in class formative assessment using quizzes and lesson exit tickets to check key knowledge understanding Summative end of term assessment focusing on financial calculations, income statements along with analysing and evaluating how a business 	<ul style="list-style-type: none"> Over 840,000 people work in the UK accountancy industry Develops financial acumen and equips students for working in the financial industry or setting up their own business 	<ul style="list-style-type: none"> Develops decision making skills Develops planning and organisational skills Develops financial acumen, prepares students for the world of work

			could measure and improve its profitability. It will also include knowledge recall from last terms topic of ratio analysis		
Term 4	<ul style="list-style-type: none"> Revision re-cap of all topics 	<p>Term 4 Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.</p> <ul style="list-style-type: none"> Business in the real world Influences on a business Finance Business operations Marketing and market Research Human resources 	<ul style="list-style-type: none"> Revision and exam question practice focusing on: <ul style="list-style-type: none"> -AO1: Knowledge -A02: Application -A03: Analysis -A04: Evaluation 		
Term 5	<ul style="list-style-type: none"> Revision re-cap of all topics 	<p>Term 5 Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.</p> <ul style="list-style-type: none"> Business in the real world Influences on a business Finance Business operations Marketing and market Research Human resources 			
	<ul style="list-style-type: none"> Examination period May/June 	<ul style="list-style-type: none"> Paper 1: Influences of operation and HRM on business activity Paper 2: Influences on marketing and finance on business activity 			