

Subject - Business

Year 11

What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to give learners the opportunity to explore real business issues and how businesses work. Learners will consider the practical application of business concepts. This year students will:

- 1. Know and understand marketing and finance, the integrated nature of business activity and the impact of business on individuals and wider society.
- 2. Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.
- 3. Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds use an enquiring, critical approach to make informed judgements.
- 4. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business.
- 5. Develop and apply quantitative skills relevant to business, including using and interpreting data.
- 6. Develop and apply business literacy skills in terms of reading and interpreting case studies, news stories and other relevant texts; oracy in terms of ability to respond in class to questions and participation in discussions; writing well-constructed answers, using business terminology and context where appropriate.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	9-mark prep: Recap on market, segmentation and market research	 Conclusion structure (5Ws)) Meaning of assessment criteria AO1 – knowledge AO2 – application AO3 – analysis How to use a mark scheme 	 introduce skill of writing justified conclusion (AO3) Understand how to peer and self-assess (PSHE Respectful relationships, including friendships) 	 Written classroom activities Written homework activities Individual and group project presentations Formative written tests Summative written tests (focus on 9 and 12-mark)

3.5.4 The Elements of the Marketing Mix: Price, Product, Promotion & Place (4Ps)	 Pricing methods Price skimming Penetration pricing Competitive pricing Loss leader pricing Cost plus pricing the basic relationship between price and demand 	 Understand the main features of pricing methods and the impact they will have on a business. Factors that influence pricing decisions include costs, nature of the market, degree of competition and the product life cycle. Understand that as prices rise demand is likely to fall. (PSHE Respectful relationships, including friendships) Links to careers: business owner, entrepreneur, sales manager, finance manager
	 Product Brand USP Product life cycle Extension strategy Product portfolio Boston Matrix 	 Understand the benefits and risks of developing new products. Understand the importance of product design, image and the needs of the target market when designing new products. Understand the significance of having a USP in a competitive market. Understand the importance of a good brand image. (PSHE Respectful relationships, including friendships) To understand the benefits and risks of developing new products. Understand the product life cycle. (PSHE families) Demonstrate how the demand for a product or service might change over time. Understand what is meant by an extension strategy. Evaluate the effectiveness of extension strategies and when they would be suitable. Links to careers: business owner, entrepreneur, innovation manager marketing manager, market research manager, research & development manager, sales manager, finance manager

9-mark prep:	 Conclusion structure (5Ws)) Meaning of assessment criteria AO1 – knowledge AO2 – application AO3 – analysis How to use a mark scheme 	 introduce skill of writing justified conclusion (AO3) Understand how to peer and self-assess (PSHE Respectful relationships, including friendships
3.5.4 The Elements of the Marketing Mix: Price, Product, Promotion & Place (4Ps)	 Promotion Advertising Sales promotion Sponsorship Public Relations (PR) Social media 	 Understand what is meant by promotion. Understand the reasons for promotion. Understand the use of advertising by a given business. Understand the benefits and drawbacks of advertising. Understand the use of other promotional methods which are likely to be used by a given business. Understand the benefits and drawbacks of promotional methods used by businesses. Understand the factors influencing the selection of the promotion mix to assess their suitability for a given business. Links to careers: business owner, promotions manager market research manager, market research manager, finance manager
3.5.4 The Elements of the Marketing Mix:	 Place (distribution) E-commerce and m-commerce 	 Understand Place Understand the growing importance of e- commerce and m-commerce (PSHE online and media)

	Price, Product, Promotion & Place (4Ps) (cont)	Marketing mix	 Understand the importance of the four elements and how they work together. Recommend appropriate marketing activities for a given business. Recognise how the marketing mix evolves over time and evaluate how businesses may react to this. Understand the integrated nature of the marketing mix, using the marketing mix to inform and implement business decisions (PSHE Respectful relationships, including friendships) Links to careers: business owner, marketing manager, market research manager, sales manager, finance manager 	
Autumn 2	12-mark prep	 Conclusion structure (5Ws) Meaning of assessment criteria AO1 – knowledge AO2 – application AO3 – analysis/evaluation How to use a mark scheme 	 introduce skill of writing justified conclusion (AO3) Understand how to peer and self-assess (PSHE Respectful relationships, including friendships 	 Written classroom activities Written homework activities Individual and group project presentations Formative written tests
	3.6 Finance 3.6.1 Sources of Finance	 Methods businesses use to raise finance Appropriateness of sources of finance 	 Understand the main internal and external sources of finance available. Analyse the advantages and disadvantages of each method for a given situation. Evaluate the suitability of sources of finance for new and established businesses (PSHE Respectful relationships, including friendships) Links to careers: business owner, finance manager, banker, investor, venture capitalist 	 Summative written tests/Trial exams
	3.6.2 Cash Flow	 Importance of cash to businesses Interpreting cash flow forecasts Difference between cash and profit 	 Understand the consequences of cash flow problems and the effect of positive cash flow. 	

			 Understand how and why cash flow forecasts are constructed. Complete and interpret sections of a cash flow forecast. Evaluate possible solutions to cash flow problems. (PSHE Respectful relationships, including friendships) Understand the difference between cash and profit. Links to careers: business owner, all functional managers, finance manager, banker, accountant, bookkeeper 	
Spring 1	3.6.3 Financial Terms and Calculations (cont.)	 Basic financial terms Basic financial calculations Average rate of return Break-even 	 Understand the difference between variable costs, fixed costs and total costs. Understand the concept of revenue, costs, profit and loss. (PSHE families) Calculate revenue, costs and profit. Understand the main investment projects that businesses undertake. Calculate the average rate of return for these projects. Understand the meaning of the term breakeven output and interpret break-even charts. Draw break-even charts. Identify the break-even level of output and margin of safety from a break-even chart. Evaluate the value of using break-even analysis to a business. (PSHE Respectful relationships, including friendships) Links to careers: business owner, all functional managers, finance manager, banker, accountant, bookkeeper 	 Written classroom activities Written homework activities Formative written tests Summative written tests
	3.6.4 Analysing The Financial Performance of A Business	 Purpose of financial statements Components of financial statements Income statement Statement of financial position Assets and liabilities 	 Understand the importance of financial statements for assessing business performance and helping make business decisions. Identify the main components of the income statement. 	

			 To identify the main components of the statement of financial position. To understand that the statement of financial position is a snapshot in time. To understand the difference between assets and liabilities. To make judgements on the performance of a business through the interpretation of the information contained in income statements. (PSHE Respectful relationships, including friendships) 	
Spring 2	3.6.4 Analysing The Financial Performance of A Business (cont)	 Interpretation of data given on financial statements Gross profit margin Net profit margin Working Capital 	 To calculate gross profit margin and net profit margin to help assess financial performance. Links to careers: business owner, all functional managers, finance manager, banker, accountant, bookkeeper 	MOCK EXAM (Trials) EXAM PREPARATION
Summer 1	EXAM PREPARATION	EXAM PREPARATION	EXAM PREPARATION	EXAM PREPARATION
Summer 2	GCSE	GCSE	GCSE	GCSE