

CURRICULUM MAP: GCSE BUSINESS

Intent:

We study Business and Economics to develop an awareness and natural curiosity of the Business and Economic setting around pupils. To have a deeper understanding of the businesses that students will work for or run, and the key driving factors and inhibitors that impact the environment. Studying this course will also give pupils the opportunity to learn how to manage their current and future financial capability in the short, medium and long term.

Our aim in the King Edward VI School's Business Studies Department, is to offer a diverse, high-quality curriculum, which is relevant to the dynamic Business and Economic setting.

The business curriculum aims to develop students into enterprising individuals who can think commercially, creatively and are able to make informed business decisions and solve business problems. Throughout the course, business students should develop into critical and reflective thinkers. They will be aware of contemporary issues and the changing business environment and will be able to construct well-evidenced and well-balanced arguments and where appropriate, should be able to interpret data to strengthen arguments within business.

The real-world nature of the subject provides regular opportunities to promote spiritual, moral, social, and cultural development, which are an integral part of our day-to-day work, whether in discussing the ethics in globalisation, the motivation and leadership theory involved in the treatment of workers or the role of technology in business interaction.

The department's skilled professional practitioners create a safe but challenging environment that encourages our students to be resilient, reflective and to improve their own metacognition.

SEND: Students with SEN spend most or all of their time learning with their peers, and the school/Business department encourages awareness of the mutual benefits of inclusion. The benefits include meaningful friendships, respect, better appreciation and understanding of individual differences, and being prepared for adult life in a diverse society.

The Business Department offers the following courses:

- **OCR GCSE Business**
- **OCR GCSE Economics**

Implementation

- All members of staff develop their own subject knowledge through engaging with newly published academic material. Our staff also engage with research to help students learn more effectively. Moderation of unit assessments and mock examinations are undertaken regularly within the department.
- Books are available to be lent to students for all courses of study.
- Revision guides and Textbooks are made available digitally on TEAMS.

KS4: 2 hours per week

In GCSE Business Studies (OCR Specification), assessment is split into two exams that are sat at the end of Year 11. This course is assessed 100% by examinations which includes 7 units of study; **Business activity, Marketing, People, Operations, Finance, Influences on Business and The Interdependent Nature of Business**. There is only one tier of entry.

This course takes an academic approach to business and a strong knowledge of current events is essential and relevant to the work covered in class. It is of vital importance that students keep up to date with current business events, using newspapers, the internet, department social media and specific television programmes.

	AUTUMN TERM		SPRING TERM		SUMMER TERM	
Year	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>Unit 1 – Business Activity</p> <p>In this section, learners explore how and why businesses start and grow. Knowledge and understanding of business activity must include the following: the role of enterprise and entrepreneurship, business planning, business ownership, business aims and objectives, stakeholders in business and business growth.</p>	<p>Unit 2 – Marketing</p> <p>In this section, learners explore the purpose and role of marketing within business and how it influences business activity, and the decisions businesses take. Knowledge and understanding of marketing must include the following: the role of marketing, market research, market segmentation, the marketing mix.</p>	<p>Unit 3 – People</p> <p>In this section, learners explore the purpose and role of human resources within business and how it influences business activity, and the decisions businesses take. Knowledge and understanding of people must include the following: the role of HR, organisational structures and different ways of working, communication in business, recruitment and selection, motivation and retention, training and development, employment law.</p> <p>Teacher Assessed in class.</p>	<p>Unit 4 – Operations</p> <p>In this section, learners explore what business operations involve, their role within the production of goods and the provision of services, and how they influence business activity. Knowledge and understanding of business operations must include the following: production processes, quality of goods and services, the sales process and customer service, consumer law, business location, working with suppliers.</p>	<p>Unit 5 – Finance</p> <p>In this section, learners explore the purpose of the finance function, its role in business and how it influences business activity. Knowledge and understanding of finance must include the following: the role of the finance function, sources of finance, revenue/costs/profit, and loss, break-even, cash and cash flow.</p>	<p>Unit 1 – Business Activity, Unit 2 – Marketing and Unit 3 – People. All topics will be covered again following a revision SOW. This will cover all skills and content, to prepare students for their end of year examination.</p>
Links to other topics	<p>Market research Market segmentation Promotion Pricing strategies Sources of finance Employment law Consumer law PE – stakeholders of sporting bodies</p>	<p>Business planning Business ownership Business aims and objectives Costs, revenue, profit, and loss Working with suppliers Entrepreneurship Communication in business ICT – Data handling in market research/promotion of websites Media – market research/segmentation/promotion Maths – data in market research Music - promotion</p>	<p>Stakeholders in business Business ownership Marketing – promotion Production processes Costs, revenue, profit, and loss Media – employment law/misrepresentation</p>	<p>Sources of finance Recruitment and selection Training and development Costs, revenue, profit, and loss Media – logistics Geography – JIT production D&T – CAD/CAM/Production processes/Quality/Robotics</p>	<p>Business planning Business ownership Business growth Market research HR Marketing Business location Production Processes Motivation and retention Ethical and environmental considerations IT – budgeting Maths - formulae</p>	

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Year 11	<p>Unit 6 – Influences on Business and Unit 7 – Interdependent Nature of Business.</p> <p>In this section, learners explore the importance of external influences on business and how businesses change in response to these influences. Knowledge and understanding of influences on business must include the following: ethical and environmental considerations, the economic climate, globalisation.</p>	<p>Assessment 1– GCSE style questions.</p>	<p>Unit 4 – Operations and Unit 5 – Finance. All topics will be covered again following a revision SOW. This will cover all skills and content, to prepare students for their November Mock.</p>	<p>January MOCK GCSE EXAMS (Paper 2)</p>	<p>Unit 1 – Business Activity and Unit 2 – Marketing. All topics will be covered again following a revision SOW. This will cover all skills and content, to prepare students for their March Mock.</p>	<p>Unit 3 – People. All topics will be covered again following a revision SOW. This will cover all skills and content, to prepare students for their March Mock.</p>	<p>In-Class MOCK EXAMS (Paper 1)</p>	<p>March GCSE</p>	<p>Revise and Review All topics will be covered again following a revision SOW. This will cover all skills and content, to prepare students for their real GCSE's.</p>	<p>GCSE EXAMS</p>	<p>GCSE EXAMS</p>
Links to other topics	<p>Role of enterprise and entrepreneurship Costs, revenue, profit, and loss Production processes Business Growth MFL – Fairtrade Y11 Media – Ethics/regulations D&T – Social issues in creating products Geography – Sustainability RE - Ethics</p>										