



CURRICULUM PLAN

BUSINESS

BRAMHALL HIGH SCHOOL

Curriculum Intent

YEAR 10

- Investigating small businesses
- What factors drive new businesses to start up
- How do you put business ideas in to practice
- How can you make the business survive and prosper
- What outside influences do you need to consider

YEAR 11

- How the 4Ps of marketing impact a larger business?
- How is production organised in a business?
- How are the financial affairs of the business managed?
- How are human resources managed?
- Revision, exam practice and exam techniques for optimum ;performance

YEAR 10

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	How markets are constantly changing? How the risk reward principle works?	Unit 1.1. in Edexcel GCSE Business <ul style="list-style-type: none"> • Dynamic nature of business • Risk and reward • Role of business enterprise 	Assessment 1		Key Terms sheets for each unit provided to students
Term 1b	How to identify customer needs? How to research the market? How to divide the market? How to compete with other businesses?	Unit 1.2. Spotting a business opportunity <ul style="list-style-type: none"> • Customer needs • Market Research • Market segmentation • Competitive Environment 	Assessment 2	<i>Local visit to investigate Bramhall and its main shopping area</i>	Key Terms sheets for each unit provided to students
Term 2a	What are the aims and objectives of a business? How to manage revenues and costs? How to manage cash flows? Where to source	1.3 Putting a business idea in to practice <ul style="list-style-type: none"> • Aims and Objectives • Revenues, Costs and profits • Cash and cash flow 	Assessment 3		Key Terms sheets for each unit provided to students

	investment capital from to start a business?	<ul style="list-style-type: none"> Sources of business finance 			
Term 2b	What types of ownership structure are there? Where is the best place to locate a business? How to write a business plan?	1.4 Making the business effective <ul style="list-style-type: none"> Options for start-ups and small businesses Business location Marketing mix Business Plans Business Location 	Assessment 4		Key Terms sheets for each unit provided to students
Term 3a	Who are the key stakeholders in a business? How does technology impact on a business? What laws and legislation affect a business? How does the wider economy impact on a business? What other factors need to be considered?	1.5 Understanding External Influences <ul style="list-style-type: none"> Stakeholders Technology Legislation The Economy External Influences 	Assessment 5		Key Terms sheets for each unit provided to students

Term 3b	How does a business grow? How do aims and objectives change over time? What impact does globalisation have? How do ethics and the environment impact businesses?	2.1 Growing a business <ul style="list-style-type: none">• Growth• Changes in aims and objectives• Globalisation• Ethics and the environment	Assessment 6		Key Terms sheets for each unit provided to students
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YEAR 11

Term	Programme of Learning	Links to the National Curriculum / Specification / Additional	Assessments	What extra learning opportunities are planned?	Disciplinary Literacy
Term 1a	Marketing Mix – 4ps and how they interact with each other	2.2 Making Marketing decisions – revisited <ul style="list-style-type: none"> • Price • Product • Promotion • Place • Using the marketing mix to make decisions 	Assessment 7	Visit to Trafford Centre to study major brands in depth	Key Terms sheets for each unit provided to students
Term 1b	Types of production – making cards in teams Bar gate stock graphs What makes a good sales person? Extensive use of financial data such as profit margins and rates of return to make better business decisions PAPER 1 MOCK EXAMINATION	2.3 Making operational decisions <ul style="list-style-type: none"> • Operations • Working with suppliers • Managing Quality • The Sales Process 2.4 Making financial decisions <ul style="list-style-type: none"> • Calculations • Understanding business performance 	Assessment 8 Assessment 9		Key Terms sheets for each unit provided to students

Term 2a	Organisational Structures – hierarchical v flat Effective Recruitment – 10 stages of recruitment Effective Training and development – 4 types of training Motivation – Maslows hierarchy of Needs Financial and non-financial methods of motivation	2.5 Making Human Resource decisions <ul style="list-style-type: none"> • Organisational structures • Recruitment • Training and development • Motivation 	Assessment 10		Key Terms sheets for each unit provided to students
Term 2b	PAPER 2 MOCK EXAMINATION Extensive feedback and individual mentoring Use of past papers and extra resources				

Term 3a	Final examination preparation				
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