



Curriculum Overview

Business

Subject Leader

Mrs S Wiltshire

Subject Curriculum Intent:

KS4: AQA GCSE Business 8132

At GCSE we offer the AQA 8132 Business course. The qualification has been selected due to the broad range of topics within the qualification and the ability to relate it to real world application. Throughout the qualification the students will have the opportunity to develop a broad and balanced understanding of how a business in the real world works.

KS5: BTEC National Level 3 Extended Certificate in Business

We have chosen this course as it is a vocational course accessible to a wide ability of students. Our students arrive with a varying range of experiences of Business as a subject. Over the summer students embark on a transition project that aims to support students to prepare for the challenges of the qualification.

Students will go on to take up a role within an organisation in their future lives. The course will give students an insight into how these organisations function effectively. Students will develop analytical, decision making and evaluative skills that can be transferred directly into the workplace or at degree level. Due to the many transferable skills a business student will develop, this course equips students to go on to study many other subjects at university successfully.

Subject Curriculum Implementation:

In Business lessons, students make progress by learning and remembering in a more complex way as they journey through the curriculum. We have created our own resources for all of the specifications on offer and are used by all teachers. We attended training courses and looked at research to create these resources.

Assessment is through key terms tests, short answer tests, coursework completion and longer answer tests which focus on topics and vocabulary learning. This helps students to understand the expectation required in coursework and final exams. At the end of each term students sit a formal assessment covering all the skills required by each of the examination boards. This helps to identify gaps and put systems and processes in place to ensure all our students can access the full curriculum and achieve their best. We are also focussing on recall memory using a variety of digital systems.

We currently use the Seneca learning platform in class and the erevision platform for homework.

Allocated Curriculum Time:

	Year 10/11	Year 12	Year 13
Fortnightly lesson allocation	6 in Year 10 5 in Year 11	8	8

Specification: AQA GCSE Business

Year 10:

Term	Curriculum Foci Areas
1	<p>3.1 Business in the real world:</p> <p>Learners will develop the knowledge and understanding of:</p> <ul style="list-style-type: none"> ● 3.1.1 The purpose and nature of businesses ● 3.1.2 Business ownership ● 3.1.3 Setting business aims and objectives ● 3.1.4 Stakeholders ● 3.1.5 Business location ● 3.1.6 Business planning ● 3.1.7 Expanding a business <p>Assessment 1: Knowledge recall test</p>

<p style="text-align: center;">2</p>	<p>3.2 Influences on Business</p> <p>Learners will develop the knowledge and understanding of:</p> <ul style="list-style-type: none"> ● 3.2.1 Technology ● 3.2.2 Ethical and environmental considerations ● 3.2.3 The economic climate on businesses ● 3.2.4 Globalisation ● 3.2.5 Legislation ● 3.2.6 Competitive environment <p>Assessment 2: Short answer questions</p>
<p style="text-align: center;">3</p>	<p>3.4 Human Resources</p> <p>Learners will develop the knowledge and understanding of:</p> <ul style="list-style-type: none"> ● 3.4.1 Organisational structures ● 3.4.2 Recruitment and selection of employees ● 3.4.3 Motivating employees ● 3.4.4 Training <p>Assessment 3: Key term assessment</p>
<p style="text-align: center;">4</p>	<p>3.3 Business operations</p> <p>Learners will develop the knowledge and understanding of:</p> <ul style="list-style-type: none"> ● 3.3.1 Production processes ● 3.3.2 The role of procurement ● 3.3.3 The concept of quality ● 3.3.4 Good customer services <p>Assessment 4: Short answer questions</p>

5	<p>3.3 Business operations</p> <p>Learners will develop the knowledge and understanding of:</p> <ul style="list-style-type: none"> ● 3.3.1 Production processes ● 3.3.2 The role of procurement ● 3.3.3 The concept of quality ● 3.3.4 Good customer services <p>Assessment 5: Long answer questions</p>
6	<p>Revision for Year 10 Paper 1 mock paper</p>
	<p>Mock Exam 1 (End of Term 6)</p>

Year 11:

Term	Curriculum Foci Areas
1	<p>3.5 Marketing</p> <p>Learners will develop the knowledge and understanding of:</p> <p>3.5.1 Identifying and understanding customers</p> <p>3.5.2 Segmentation</p> <p>3.5.3 The purpose and methods of market research</p> <p>Assessment 1: Past paper questions</p>
2	<p>Revise for November mock paper – Paper 1</p> <p>Learners will develop the knowledge and understanding of:</p> <p>3.5 Marketing</p> <p>3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)</p> <p>Assessment 2: November mock exam paper – Paper 1</p>
3	<p>3.5 Marketing</p> <p>Learners will develop the knowledge and understanding of:</p> <p>3.5.4 The elements of the marketing mix: price, product, promotion and place (4Ps)</p>

	3.6 Finance 3.6.1 Sources of finance 3.6.2 Cash flow 3.6.3 Financial terms and calculations 3.6.4 Analysing the financial performance of a business Assessment 3: April mock exam paper – Paper 2
4	Revision for final exams Paper 1 revision Paper 2 revision
5	Revision and Exams

Component	Weighting	Content	Proposed Date of Examination
1	50%	Paper 1 1. Business in the real world 2. Influences on business 3. Business operations 4. Human resources	May
2	50%	Paper 2 1. Business in the real world 2. Influences on business 5. Marketing 6. Finance	June

How to support your child with their AQA GCSE Business course:

- Buy a revision guide – CGP.
- Encourage them to revise using the Seneca Learning platform – already have a profile.
- Encourage them to revise using BBC Bitesize AQA GCSE Business pages and tests.
- Encourage them to use the resources on the year group college Business platform – includes all taught lessons and links to revision videos.
- Encourage them to complete their homework on the erevision platform (when homework is set it appears on class charts).

Year 12

Exam Board: Pearson BTEC

Specification: BTEC National Level 3 Extended Certificate in Business

Term	Curriculum Foci Areas	
1	<p>Unit 1: Exploring Business</p> <p>Learners will:</p> <ul style="list-style-type: none"> ● A Explore the features of different businesses and analyse what makes them successful ● B Investigate how businesses are organised ● C Examine the environment in which businesses operate ● D Examine business markets ● E Investigate the role and contribution of innovation and enterprise to business success 	<p>Assessment details</p> <ul style="list-style-type: none"> ● Coursework – 3 assignments completed in class/as homework/ during free periods ● Ongoing until end of December
2	<p>Unit 1: Exploring Business</p> <p>Learners will:</p> <ul style="list-style-type: none"> ● A Explore the features of different businesses and analyse what makes them successful ● B Investigate how businesses are organised ● C Examine the environment in which businesses operate ● D Examine business markets ● E Investigate the role and contribution of innovation and enterprise to business success 	<p>Assessment details</p> <ul style="list-style-type: none"> ● Coursework – 3 assignments completed in class.as homework/ during free periods ● Ongoing until end of December
3	<p>Unit 2: Developing a marketing campaign</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign ● B Using information to develop the rationale for a marketing campaign ● C Planning and developing a marketing campaign 	<p>Assessment details</p> <ul style="list-style-type: none"> ● Unit 2 exam <p>In May over two days. Day one – 2 hours of research. Day two – Developing a marketing campaign report using IT – 3 hours</p> <p>*Formal external assessment</p>

4	<p>Unit 2: Developing a marketing campaign</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign ● B Using information to develop the rationale for a marketing campaign ● C Planning and developing a marketing campaign 	<p>Assessment details</p> <ul style="list-style-type: none"> ● Unit 2 exam <p>In May over two days. Day one – 2 hours of research. Day two – Developing a marketing campaign report using IT – 3 hours</p> <p>*Formal external assessment</p>
5	<p>Unit 3: Personal and Business Finance</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Understand the importance of managing personal finance ● B Explore the personal finance sector ● C Understand the purpose of accounting 	<p>Assessment details</p> <p>Unit 3 exam in January. 2 hours</p> <p>*Formal external assessment</p>
6	<p>Unit 3: Personal and Business Finance</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Understand the importance of managing personal finance ● B Explore the personal finance sector ● C Understand the purpose of accounting 	<p>Assessment details</p> <p>Unit 3 exam in January. 2 hours</p> <p>*Formal external assessment</p>

Year 13

Term	Curriculum Foci Areas	
1	<p>Unit 3: Personal and Business Finance</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Understand the importance of managing personal finance ● B Explore the personal finance sector ● C Understand the purpose of accounting 	<p>Assessment details</p> <p>Unit 3 exam in January. 1.5 hours</p> <p>*Formal external assessment</p>

2	<p>Unit 3: Personal and Business Finance</p> <p>The essential content is set out under content areas. Learners must cover all specified content before the assessment:</p> <ul style="list-style-type: none"> ● A Understand the importance of managing personal finance ● B Explore the personal finance sector ● C Understand the purpose of accounting 	<p>Assessment details</p> <p>Unit 3 exam in January. 1.5 hours</p> <p>*Formal external assessment</p>
3	<p>Unit 8: Recruitment and Selection</p> <p>In this unit you will:</p> <ul style="list-style-type: none"> ● A Examine how effective recruitment and selection contribute to business success ● B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer ● C Reflect on the recruitment and selection process and your individual performance. 	<p>Assessment details</p> <p>Coursework: Two assignments</p>
4	<p>Unit 8: Recruitment and Selection</p> <p>In this unit you will:</p> <ul style="list-style-type: none"> ● A Examine how effective recruitment and selection contribute to business success ● B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer ● C Reflect on the recruitment and selection process and your individual performance. 	<p>Assessment details</p> <p>Coursework: Two assignments</p>
5	<p>Unit 8: Recruitment and Selection</p> <p>In this unit you will:</p> <ul style="list-style-type: none"> ● A Examine how effective recruitment and selection contribute to business success ● B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer ● C Reflect on the recruitment and selection process and your individual performance. 	<p>Assessment details</p> <p>Coursework: Two assignments</p>
6	<p>Retake of Unit 2 and 3 exams</p>	

BTEC Level 3 Final Assessment Structure:

Component	Weighting	Content	Proposed Date of final assessment
Unit 1: Exploring Business	25%	Unit 1: Exploring Business Learners will: <ul style="list-style-type: none"> ● A Explore the features of different businesses and analyse what makes them successful ● B Investigate how businesses are organised ● C Examine the environment in which businesses operate ● D Examine business markets ● E Investigate the role and contribution of innovation and enterprise to business success 	Three assignments of coursework to be completed via class work, homework and free periods by Christmas of Year 12
Unit 2: Developing a marketing campaign	25%	Unit 2: Developing a marketing campaign The essential content is set out under content areas. Learners must cover all specified content before the assessment: <ul style="list-style-type: none"> ● A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign ● B Using information to develop the rationale for a marketing campaign ● C Planning and developing a marketing campaign 	External exam in May of Year 12
Unit 3: Personal and business finance	25%	Unit 3: Personal and Business Finance The essential content is set out under content areas. Learners must cover all specified content before the assessment: <ul style="list-style-type: none"> ● A Understand the importance of managing personal finance ● B Explore the personal finance sector C Understand the purpose of accounting	Written exam 1.5 hours in January of Year 13
Unit 8: Recruitment and selection process	25%	Unit 8: Recruitment and Selection In this unit you will: <ul style="list-style-type: none"> ● A Examine how effective recruitment and selection contribute to business success ● B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer ● C Reflect on the recruitment and selection process and your individual performance. 	Two assignments of coursework completed by April/May of Year 13

How to support your child with their BTEC Level 3 course:

- Buy them a textbook
- Encourage them to use their free periods to study and revise in college
- Encourage them to revise using the college platform containing all their taught lessons and revision guides
- Encourage them to complete their coursework which mostly completed in free periods or for homework and handed in regularly. Deadlines are set on class charts to help students keep track.