

End Game		The Business curriculum ensures that upon graduating from the Academy, our students should be able to: <ul style="list-style-type: none"> <li>• understand key business concepts, the integrated nature of business activity and the impact of business on individuals and wider society.</li> <li>• develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen</li> <li>• develop as effective and independent students, and as critical and reflective thinkers with enquiring minds</li> <li>• acquire a range of relevant business and generic skills, including decision making and problem solving</li> <li>• generate enterprising and creative approaches to business opportunities, problems and issues</li> </ul>			
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Year 11	Fertile Question	<b>How do business stand out in a competitive marketplace?</b>	<b>How do businesses measure success and identify areas for improvement?</b>	<b>Are employees s greatest asset of a business? What are the external factors that have an influence on the success or failure of a business?</b>	
	Content	Topic1 – Marketing Topic 2- Meeting customer needs	Topic 3-Effective financial management	Topic 4- Effective people management Topic 5-The wider world affecting business	
	Concepts	How businesses gain an advantage over the competitors, through product, service or image. Distinguish between tactical ways of boosting sales temporarily and strategic ways of developing the business in the medium term. How to achieve customer satisfaction A rounded approach to the process of meeting or exceeding customer expectations	Successful operations need to be turned into financial success, if only to finance the development of the business. The emphasis is on financial decision making, not the recording of information on a Profit and Loss Account or balance sheet.	A key difference between starting and building a business is the number of staff and the complexity of dealing with staff.  The economic and social contexts are important influences on the success or failure of a business. The difficult environmental, social and ethical questions facing businesses.	
	Knowledge	Branding and differentiation, Building a successful marketing mix, Design and research Development, Managing stock and quality, Cost-effective operations and competitiveness, customer service.	How to improve cash flow, How to improve profit, Break-even charts and break-even analysis, Financing growth,	Organisational structure, Motivation theory, Communication, Remuneration,  Ethics in business, Environmental issues, Economic issues affecting international trade, The impact of government and the EU,	
Year 10( BTEC Level 2)	Fertile Question	<b>What is a business and what does it do?</b>	<b>How do businesses measure success and identify areas for improvement?</b>	<b>How do businesses keep customers happy?</b>	<b>What are the job roles and functional areas in a business?</b>
	Content	Topic 1 -Enterprise in the business world	Topic 2 – Finance for business (External Exam Unit)	Topic 4 – Principles of customer services	Topic 8 – Recruitment, Selection and Employment
	Concepts	Know how trends and the current business environment may impact on a business Plan an idea for a new business Present a business model for a business start-up.	Understand the costs involved in business and how businesses make a profit Understand how businesses plan for success Understand how businesses measure success and identify areas for improvement	Understand how businesses provide customer service Demonstrate appropriate customer service skills in different situations.	Job roles and functional areas in business Documentation for specific job roles Interview skills and career development.
	Knowledge	Finding information, factors to consider in the current business environment, trends affecting business, size of business and type, how business ideas can be successful, business ideas, assessing the suitability of a business idea, producing an initial plan for a business idea, sources of help and support in developing a new business, business model	Understand the costs involved in business, understand how businesses make a profit, understand the planning tools businesses use to predict when they will start making a profit, budgeting, cash flow forecasting, financial statements	Different customer service roles in a business, the different types of customer service businesses have, customer satisfaction, different ways that businesses can provide consistent and reliable customer service, the effect of good customer service on the reputation of a business, complying with legislative and regulatory customer service Requirements, skills required to deliver consistent and reliable customer service	Job roles and responsibilities Produce documentation for specific job roles Developing a job description and person specification Job interviews Personal audit Career development
	Work Experience		This Unit will form the work experience element for Year 10 Btec Level 2(Guest speaker-Term 3)	This Unit will form the work experience element for Year 10 Btec Level 2(Guest speaker-Term 5)	