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|-------------------------------------|------------------|---|--|--|--|
| 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> |  |  |  |
|                                     |                  | 1   | 2  | 3  | 4  |
| Year 13(GCE-A Level)                | Fertile Question | <b>How do businesses grow, and develop an understanding of the impact of external influences?</b>   | <b>Are businesses affected by events in other countries?</b>   | Revision/Intervention  |  |
|                                     | Content          | Topic 3 – Business decisions and Strategy   | Topic 4- Global business   | Topic 1,2,3 & 4  |  |
|                                     | Concepts         | Understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. Exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.  | Investigate businesses that trade on a global scale and explore their reasons for doing so. Develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.  | Topic 1,2,3 & 4  |  |
|                                     | Knowledge        | Business objectives and strategy<br>Business growth<br>Decision-making techniques<br>Influences on business decisions<br>Assessing competitiveness<br>Managing change.  | Globalisation<br>Global markets and business expansion<br>Global marketing<br>Global industries and companies (multinational corporations).  | Topic 1,2,3 & 4  |  |
| Year 12 (BTEC-Diploma)              | Fertile Question | <b>What are the purposes of different business?</b>   | <b>How are marketing campaigns developed?</b>  | <b>How do we measure the performance of a business?</b>  | <b>How effective recruitment and selection contribute to business success?</b>   |
|                                     | Content          | Topic 1 –Exploring business   | Topic 2 – Developing a marketing campaign (Synoptic Exam Unit)   | Topic 3 – Personal and business finance (External Exam Unit)   | Topic 8 – Recruitment, Selection Process   |
|                                     | Concepts         | Explore the features of different businesses and analyse what makes them successful<br>Investigate how businesses are organised<br>Examine the environment in which businesses operate<br>Examine business markets<br>Investigate the role and contribution of innovation and enterprise to business success.   | Demonstrate knowledge and understanding of marketing principles, concepts, processes<br>Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns<br>Develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments | Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.<br>Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context  | Examine how effective recruitment and selection contribute to business success. Undertake a recruitment activity to demonstrate the processes leading to a successful job offer. Reflect on the recruitment and selection process and your individual performance. |
|                                     | Knowledge        | Features of businesses, stakeholders and their influence, effective business communications, structure and organisation, aims and objectives, external environment, internal environment, competitive environment, situational analysis<br>relationship between demand, supply and price, pricing and output decisions, role of innovation and enterprise, benefits and risks associated with innovation and enterprise   | The role of marketing, influences on marketing activity, market research methods and use, marketing mix, appropriateness of marketing campaign   | Functions and role of money, different ways to pay, current accounts, managing personal finance, features of financial institutions, communicating with customers, consumer protection in relation to personal finance, information guidance and advice, purpose of accounting, types of income, types of expenditure, sources of finance, break-even and cash flow forecasts, financial statements. | Recruitment and selection process<br>Ethical and legal considerations in the recruitment process<br>Job applications<br>Interviews and skills<br>SWOT analysis and action plan<br>Review and evaluation  |
|                                     |                  |   |  | This Unit will form the work experience element for Year 12 Btec Level 3(Guest speaker-Term 3)   |  |
| Year 13 (BTEC-Extended Certificate) | Fertile Question | <b>What are the purposes of different business?</b>   | <b>How are marketing campaigns developed?</b>  | <b>How do we measure the performance of a business?</b>  | <b>How effective recruitment and selection contribute to business success?</b>   |
|                                     | Content          | Topic 1 –Exploring business   | Topic 2 – Developing a marketing campaign (Synoptic Exam Unit)   | Topic 3 – Personal and business finance (External Exam Unit)   | Topic 8 – Recruitment, Selection Process   |

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|                               | Concepts         | Explore the features of different businesses and analyse what makes them successful<br>Investigate how businesses are organised<br>Examine the environment in which businesses operate<br>Examine business markets<br>Investigate the role and contribution of innovation and enterprise to business success.   | Demonstrate knowledge and understanding of marketing principles, concepts, processes<br>Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns<br>Develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments                | Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.<br>Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context  | Examine how effective recruitment and selection contribute to business success.<br>Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.<br>Reflect on the recruitment and selection process and your individual performance.  |
|                               | Knowledge        | Features of businesses, stakeholders and their influence, effective business communications, structure and organisation, aims and objectives, external environment, internal environment, competitive environment, situational analysis<br>relationship between demand, supply and price, pricing and output decisions, role of innovation and enterprise, benefits and risks associated with innovation and enterprise | The role of marketing, influences on marketing activity, market research methods and use, marketing mix, appropriateness of marketing campaign  | Functions and role of money, different ways to pay, current accounts, managing personal finance, features of financial institutions, communicating with customers, consumer protection in relation to personal finance, information guidance and advice, purpose of accounting, types of income, types of expenditure, sources of finance, break-even and cash flow forecasts, financial statements. | Recruitment and selection process<br>Ethical and legal considerations in the recruitment process<br>Job applications<br>Interviews and skills<br>SWOT analysis and action plan<br>Review and evaluation   |
| Year 13<br>(BTEC-<br>Diploma) | Fertile Question | <b>What is the role of an event organiser</b>   | <b>What is the international context of business operations?</b>  | <b>What is the importance of management and leadership in a business?</b>  |   |
|                               | Content          | Topic 4-Managing an Event   | Topic 5-International Business  | Topic 6-Principles of Management   | Topic 14-Investigating customer service   |
|                               | Concepts         | Explore the role of an event organiser<br>Investigate the feasibility of a proposed event<br>Develop a detailed plan for a business or social enterprise event<br>Stage and manage a business or social enterprise event<br>Reflect on the running of the event and evaluate own skills development.  | Explore the international context for business operations<br>Investigate the international economic environment in which business operates<br>Investigate the external factors that influence international businesses<br>Investigate the cultural factors that influence international businesses<br>Examine the strategic and operational approaches to developing international trade. | Management and leadership principles, concepts, key terms, functions and theories.<br>Management and leadership issues to real-life business scenarios.<br>Management information and data<br>Management and leadership proposals  | Explore how effective customer service contributes to business success<br>Investigate the methods used to improve customer service in a business<br>Demonstrate customer service in different situations, using appropriate behaviours to meet expectations.  |
|                               | Knowledge        | Tasks needed to be completed by an event organiser<br>Skills needed by an effective event organiser<br>Formats for skills audit collection<br>Different types of event<br>Feasibility measures and critical success factors<br>Event planning tools<br>Budget and resources<br>Problem solving and evaluation of the event<br>Personal skills development   | Types of international business activities<br>Financing of international business<br>Support for international business<br>International trading blocs<br>Barriers to international business<br>International business support systems<br>External influences<br>Strategies for operating internationally<br>Resource considerations  | Functions of management and leadership<br>Business culture<br>Management and leadership styles and skills<br>Managing human resources<br>Factors influencing management, motivation and performance of the workforce<br>Impact of change<br>Quality management   | Customer service in business<br>Customer expectations and satisfaction<br>Monitoring and evaluating customer service provision<br>Indicators of improved performance<br>Customer service skills and behaviours<br>Dealing with customer service requests and complaints<br>Individual skills audit and development plan |
|                               |                  | This Unit will form the work experience element for Year 13 Btec Level 3(Guest speaker-Term 5)  |   |  |   |