

BUSINESS



Subject Vision

Our curriculum prepares young people for life in the real world by recognising the impact of business, the economy and finance on their daily lives.

Aims:

- actively engage in the study of business, economics and finance to develop as effective and independent learners, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to distinguish facts and opinions, to build arguments and make informed judgements
- develop and apply their knowledge, understanding and skills to contemporary issues in a range of local, national, and global contexts
- appreciate the range of perspectives of different stakeholders in relation to business, finance and economic activities
- consider the extent to which business and economic activity can be ethical and sustainable.

The Finance courses in particular; encourage learners to:

- become responsible borrowers and sensible savers, and to appreciate the need for financial planning throughout their life. It prepares them for further study by developing the core skills of critical analysis and evaluation, verbal communication (through classroom discussion) and written communication. This contributes to pupil's personal development.

This course has been introduced to give Year 9 students of all abilities an opportunity to experience an intensive practical business project, lasting only 8 weeks, which focuses on developing personal skills as well as their enterprise skills.



YEAR

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Teams of students will compete against each other to develop a product or social enterprise business plan which is unique and innovative. Teachers will act as mentors to provide support and guidance throughout the 8 weeks. The teams will pitch their business plans in the final week in a Dragons' Den style event. As a result of the Business and Enterprise course in Key Stage 3, students will have a strong foundation for the completion of studies in Key Stage 4 and beyond.

Theme 1

- Course introduction
- Topic 1.1 Enterprise and entrepreneurship
- Topic 1.2 Spotting a business opportunity
- Topic 1.3 Putting a business idea into practice
- Topic 1.4 Making the business effective
- Topic 1.5 Understanding external influences on business

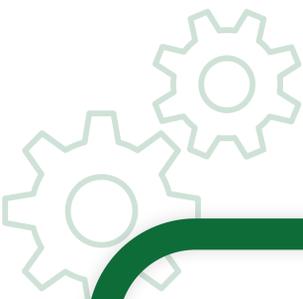


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Theme 2

- Topic 2.1 Growing the business
- Topic 2.2 Making marketing decisions
- Topic 2.3 Making operational decisions
- Topic 2.4 Making financial decisions
- Topic 2.5 Making human resource decisions



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Teacher 1: Theme 1

- Meeting customer needs
- The market
- Marketing mix and strategy
- Managing people
- Entrepreneurs and leaders



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Teacher 2: Theme 2

- 2.1 Raising finance
- 2.2 Financial planning
- 2.2 Financial planning
- 2.3 Managing finance
- 2.4 Resource management
- 2.5 External influences

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Teacher 1: Theme 4 and preparation for Paper 3

- 4.1 Globalisation
- 4.2 Global markets and business expansion
- 4.3 Global marketing
- 4.4 Global industries and companies (multinational corporations)

Teacher 2: Theme 3

- 3.1 Business objectives and strategy
- 3.2 Business growth
- 3.3 Decision-making techniques
- 3.4 Influences on business decisions
- 3.5 Assessing competitiveness
- 3.6 Managing change



GCSE Exam Board: Pearson

A Level Exam Board: Pearson