



‘Creating informed and discerning employees, employers, consumers and citizens’

For those that select to study this course, I want them to fully experience an insight into the breadth of knowledge, skills and capabilities a study of business and economics provides.

Employees

All students will eventually become employees; as they move into this phase of their life, their studies should have prepared for them the recruitment process, to understand their rights and the underlying reasons for business decisions.

Employers

As an employer, those who have studied business will learn the value of management and leadership skills, as well as aspects of business such as how a business is organised.

Entrepreneurs

For those who wish to become entrepreneurs, a study of business should prepare them for the processes involved and allow them to develop a full understanding of the risks and rewards.

Consumers

As a result of the exposure to this course, the students are to become informed, enquiring and discerning consumers, enabling them to understand their rights, make informed choices and avoid negative consequences.

Citizens

As a citizen, all students will eventually have the right to vote, and are going to be paying taxes. Through the study of business, they develop an understanding of the UK taxation system and the role of government and the public sector.

All students, regardless of their future career will need an understanding of finance; through exposure to financial education, they should be able to make informed choices and understand the advantages and limitations of financial products, in order to better manage their finances over their lifetime. The direct curriculum involvement of this is limited so we do rely upon the LHS PHSE programme or extracurricular activities and events.

Further to knowledge, the purpose of business education is to develop analytical and evaluation skills, therefore enabling them to develop a range of skills that can be applied to other aspects of life.

In conclusion, business education provides the required theory, explains it through practice and real-life case studies and helps to raise new generations of skilful, informed and responsible citizens.

Student journey

Learners opting for Business at LHS have the chance to study it from Year 9. They can choose between the Edexcel GCSE or the OCR Cambridge National Level 1/2. Both of these courses start with the concept of getting a business up and running and off the ground and will learn about the skills required to do this.



For Sixth Form options, students can choose to take the AQA A level or the OCR Cambridge Technical pathway.

Our advised pathways in Business are:

- KS4 Edexcel GCSE into KS5 AQA A level
- KS4 OCR Cambridge National Level 1/2 into KS5 OCR Cambridge Technical Level 3

We also run Edexcel A-Level Economics so therefore an option when choosing 6th Form subjects. We would expect students choosing this course to have strong English and Maths skills (Level 5+ would be desirable).

Contribution to wider life

Business is no longer purely about profit maximisation. Much more ethical and corporate social responsibility issues are at the forefront of business aims. Business education will enable a student to understand ethical and moral issues faced by business and the choices that some businesses make, for example the rise in businesses against animal testing.

Through the study of business students can develop an understanding of the following aspects of business that link to values:

- How and why employees and management work together to achieve common goals, rather than purely pursuing their own personal aims
- Fair and honest production and marketing, for example through Fair Trade and advertising standards
- How and why management can be thoughtful of employees in the way in which they lead, motivate and reward
- How business will seek to make the most of individual's skillsets in respect of their contribution and personal strengths
- How businesses will not lose sight of humanity in pursuit of the profits, for example through the study of non-profit organisations and those that have Corporate Social responsibility objectives
- How businesses can use the entrepreneurial skills of employees in order to make the world a better place
- How and why entrepreneurs do not always seek success at any cost
- How business is responsible for economical and economic effects
- The role of government in ensuring that all citizens have a minimum standard of living and how businesses and individuals contribute towards this



British Values:

Democracy

Covering topics such as International Trade barriers, election of trade union officials and AGMs, will develop students understanding of the value of democracy, i.e. the ruling of the majority.

Rule of Law

Legal issues are covered in many topics across Key Stage 4 and 5, including Health & Safety, Consumer Rights, Employee rights, as well as liability of business owners, taxation and the procedures for setting up a business. Should students take part in the enterprise activities, they can further apply this knowledge when forming their own business.

Individual Liberty

Having the freedom to make our own choices relates to topics such as the right to join a trade union, pressure groups, business ethics and Codes of Practice.

Mutual Respect and Tolerance

As well as being ingrained into all lessons, in the expectations of how students behave and interact with staff and each other, this right is covered within topics such as the Equality Act, CSR and market segmentation (please note, not covered in all key stages).

Curriculum

With all classes being part of examination courses, we don't have the freedom to choose the course content as such. We do however have the opportunity to shape the resources used and the order in which things are delivered. As a department we take great pride in the resources we have sourced and produced to aid the delivery of our chosen courses.



Introduction to Business

Students are introduced to Business through the teaching of some basic knowledge, e.g. goods and services; primary, secondary and tertiary sectors.

The purpose of this is to lay a foundation for the GCSE course so that students have a knowledge and understanding of the purpose of business and the role of the government.

KS4 GCSE Business Curriculum Overview (Year 9, 10 & 11)

YEAR 9

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Enterprise and Entrepreneurship	Spotting a Business Opportunity	Putting a Business Into Practice	Making the Business Effective	Understanding external influences on business	Theme 2 (Introduction to Y11)
KEY CONCEPTS	An overview of: Enterprise and entrepreneurship The Dynamic Nature of Business Risk and Reward The Role of Business Enterprise Introduction to Exam Question Structure	An overview of: Spotting a Business Opportunity Customer Needs Market Research Market Segmentation Business Plans Christmas Task (2/3 Weeks)	An overview of: Putting a Business into Practice Competitive Environment Business Aims and Objectives Revenue Costs and Profit Sources of Finance Project: A) Developing a Business Idea B) Presenting a Business Idea	An overview of: Making the Business Effective The options for start-up and small businesses Business location The marketing mix Business plans Exam Question Structure	An overview of: Understanding external influences on business Business stakeholders Technology and business activity Legislation and Business The Economy Project: A) Developing a business idea by applying key concepts of business	An overview of: Building a Business Contextualised Questions Question structure Business Growth Globalisation Ethics and Business
ASSESSMENT	Regular Formative Assessment in class	End of Unit Assessment targeting content from Term 1 and Term 2	End of Unit Assessment Project work (Group and Individual)	End of Unit Assessment targeting content from Term 3 and Term 4	Project work (Group and Individual)	Regular Formative Assessment in class End of Year Exam targeting content from all terms



YEAR 10

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Enterprise and Entrepreneurship	Spotting a Business Opportunity	Putting a Business into Practise	Making the Business Effective	Understanding External Influences in Business	Revision Business Growth
KEY CONCEPTS	<p>The Dynamic Nature of Business</p> <p>Risk and Reward</p> <p>The Role of Business Enterprise</p>	<p>Customers Needs</p> <p>Market Research</p> <p>Market Segmentation</p> <p>Competitive Environment</p>	<p>Aims and Objectives</p> <p>Revenues costs and profits</p> <p>Break even analysis</p> <p>Cash flow forecasting</p> <p>Sources of Business Finance</p>	<p>Business ownership</p> <p>Business location</p> <p>Marketing mix</p> <p>Business plans</p>	<p>Stakeholders Technology and business</p> <p>Consumer legislation</p> <p>Employee legislation</p> <p>Health & safety legislation</p> <p>Economy</p> <p>Levels of consumer income</p> <p>Unemployment</p> <p>Interest rates</p> <p>Taxation</p> <p>Inflation</p> <p>Exchange rates</p> <p>Business responses to changes in external influences</p>	<p>Methods of organic growth</p> <p>Franchising</p> <p>Public limited companies</p> <p>External growth</p> <p>Changes to aims and objectives</p> <p>Globalisation</p> <p>Ethics and environment</p>
ASSESSMENT	<p>Multiple choice test</p> <p>Written end of unit assessment</p>	<p>Multiple choice test</p> <p>Written end of unit assessment</p>	<p>Multiple choice test</p> <p>Written end of unit assessment</p>	<p>Multiple choice test</p> <p>Written end of unit assessment</p>	<p>Multiple choice test</p> <p>Written end of unit assessment</p>	<p>End of Year Exam</p> <p>Multiple choice test</p> <p>Written end of unit assessment</p>



YEAR 11

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Making Marketing Decisions	Making Marketing Decisions	Making Financial Decisions	Making Human Resource Decisions	Revision and Exam Technique	
KEY CONCEPTS	Product Price Promotion Place Using the marketing mix to make business decisions	Business operations Working with suppliers Managing quality Sales process	Business calculations Understanding business performance	Organisational structures Effective recruitment Effective training and development Motivation		
ASSESSMENT	Multiple choice test Written end of unit assessment	Multiple choice test Written end of unit assessment PPE: Paper 1	Multiple choice test Written end of unit assessment PPE: Numerical assessment and Paper 2	Multiple choice test Written end of unit assessment Walking Talking Mocks	Walking Talking Mocks Aim Higher GCSE Paper 1 and 2	



KS4 OCR Cambridge National Enterprise & Marketing Level 1 / 2 Curriculum Overview (Year 9, 10 & 11)

OCR Cambridge National in Enterprise and Marketing gives students the practical skills and applied knowledge they'll need in business. Practical elements build on theoretical knowledge so that students can put their learning into practice while also developing valuable transferable skills.

OCR Cambridge National in Enterprise and Marketing is made up of three mandatory units:

- R064
- R065
- R066

YEAR 10

SEPTEMBER - JANUARY	UNIT	R064 Enterprise and Marketing Concepts
	TOPIC	<p>Understand how to target a Market</p> <p>Understand what makes a product or service financially viable</p> <p>Understand product Development</p> <p>Understand how to attract and retain customers</p> <p>Understand factors for consideration when starting up a business</p> <p>Understand different functional activities needed to support a business start-up</p>
	ASSESSMENT	1hr Written Exam



YEAR 10/11

FEBRUARY YEAR 10 - JUNE YEAR 11	UNIT	R065 Designing a Business Proposal R066 Market and Pitch a Business Proposal
	TOPIC	Identify potential customers and build a customer profile Carry out market research Review the results of market research Produce product designs for a business challenge Review product designs Calculate the costs involved in a business challenge Apply an appropriate pricing strategy Review the likely success of a business challenge Identify the challenges when launching a new product Build a brand identity Plan brand ideas for a business challenge Promote a product Plan a pitch Review a professional pitch to an external audience Review a business proposal
	ASSESSMENT	Coursework



KS5 Business Curriculum Overview (Year 12 & 13)

For Sixth Form options, students can choose to take the AQA A Level or the OCR Cambridge Technical pathway.

YEAR 12/13: AQA A level

	TOPIC 1	TOPIC 2	TOPIC 3	TOPIC 4	TOPIC 5
	What is Business?	Managers, leadership and decision making	Decision making to improve marketing performance	Decision making to improve operational performance	Decision making to improve financial performance
KEY CONCEPTS	<p>Understanding the nature and purpose of business</p> <p>Understanding different business forms</p> <p>Understanding that businesses operate within an external environment</p>	<p>Understanding management, leadership and decision making</p> <p>Understanding management decision making</p> <p>Understanding the role and importance of stakeholders</p>	<p>Setting marketing objectives</p> <p>Understanding markets and customers</p> <p>Making marketing decisions: segmentation, targeting, positioning</p> <p>Making marketing decisions: using the marketing mix</p>	<p>Setting operational objectives</p> <p>Analysing operational performance</p> <p>Making operational decisions to improve performance: increasing efficiency/productivity</p> <p>Making operational decisions to improve performance: Improving quality</p> <p>Making operational decisions to improve performance: managing inventory and supply chains</p>	<p>Setting financial objectives</p> <p>Analysing financial performance</p> <p>Making financial decisions: sources of finance</p> <p>Making financial decisions: improving cash flow and profits</p>



YEAR 12/13: A level continued

	TOPIC 6	TOPIC 7	TOPIC 8	TOPIC 9	TOPIC 10
TOPIC	Decision making to improve Human Resource performance	Analysing the strategic position of a business	Choosing strategic direction	Strategic methods: how to pursue strategies	Managing strategic change
KEY CONCEPTS	<p>Setting human resource objectives</p> <p>Analysing human resource performance</p> <p>Improving organisational design and managing the human resource flow</p> <p>Improving motivation and engagement</p> <p>Improving employer-employee relations</p>	<p>Mission, corporate objectives and strategy</p> <p>Analysing the existing internal position of a business to assess strengths and weaknesses:</p> <ul style="list-style-type: none"> Financial ratio analysis Overall performance <p>Analysing the external environment to assess opportunities and threats:</p> <ul style="list-style-type: none"> Political and legal change Economic change Social and technological the competitive environment <p>Analysing strategic options:</p> <ul style="list-style-type: none"> investment appraisal 	<p>Strategic direction: choosing which markets to compete in and what products to offer</p> <p>Strategic positioning: choosing how to compete</p>	<p>Assessing a change in scale</p> <p>Assessing innovation</p> <p>Assessing internationalisation</p> <p>Assessing greater use of digital technology</p>	<p>Managing change</p> <p>Managing organisational culture</p> <p>Managing strategic implementation</p> <p>Problems with strategy and why strategies fail</p>



KS5 OCR Cambridge Technical - Extended Certificate or Diploma Business Curriculum Overview (Year 12 & 13)

Below are the units for our Cambridge Technical Pathways. We as a department have chosen the Marketing pathway on the course as we feel that it builds most closely on the KS4 content and delivery. We also feel it is best suited to our learners and their skills.

Extended Certificate:

UNIT 1	The Business Environment
UNIT 2	Working in business
UNIT 4	Customers and Communication
UNIT 5	Marketing and Market Research
UNIT 8	Human Resources

Technical Diploma:

UNIT 1	The Business Environment
UNIT 2	Working in business
UNIT 3	Business Decisions
UNIT 4	Customers and Communication
UNIT 5	Marketing and Market
UNIT 6	Marketing Strategy
UNIT 7	Marketing Campaign
UNIT 15	Change Management (external examination)
UNIT 16	Principles of Project Management
UNIT 22	Delivering a Business Project



KS5 Economics Curriculum Overview (Year 12 & 13)

	TOPIC 1	TOPIC 2	TOPIC 3	TOPIC 4
THEME 1	Nature of Economics	How Markets Work	Market Failure	Government Intervention
KEY CONCEPTS	<p>Economics as a social science</p> <p>Positive and normative economic statements</p> <p>The economic problem</p> <p>Production possibility frontiers</p> <p>Specialisation and the division of labour</p> <p>Free market economies, mixed economy and command economy</p>	<p>Rational decision making</p> <p>Demand</p> <p>Price, income and cross elasticities of demand</p> <p>Supply</p> <p>Elasticity of supply</p> <p>Price determination</p> <p>Price mechanism</p> <p>Consumer and producer surplus</p> <p>Indirect taxes and subsidies</p> <p>Alternative views of consumer behaviour</p>	<p>Types of market failure</p> <p>Externalities</p> <p>Public goods</p> <p>Information gaps</p>	<p>Government intervention in markets</p> <p>Government failure</p>



	TOPIC 1	TOPIC 2	TOPIC 3	TOPIC 5	TOPIC 6
THEME 2	Measures of Economic Performance	Aggregate Demand (AD)	Aggregate Supply (AS)	Economics Growth	Macroeconomics objectives and policies
KEY CONCEPTS	<p>Economic growth</p> <p>Inflation</p> <p>Employment and unemployment</p> <p>Balance of payments</p>	<p>The characteristics of AD</p> <p>Consumption</p> <p>Investment</p> <p>Government expenditure</p> <p>Net trade</p>	<p>The characteristics of AS</p> <p>Short-run AS</p> <p>Long-run AS</p> <p>National income</p> <p>Injections and withdrawals</p> <p>Equilibrium levels of real national output</p> <p>The multiplier</p>	<p>Causes of growth</p> <p>Output gaps</p> <p>Trade (business) cycle</p> <p>The impact of economic growth</p>	<p>Possible macro economic objectives</p> <p>Demand-side policies</p> <p>Supply-side policies</p> <p>Conflicts and tradeoffs between objectives and policies</p>



	TOPIC 1	TOPIC 2	TOPIC 3	TOPIC 4	TOPIC 5	TOPIC 6
THEME 3	Business Growth	Business Objectives	Revenues, Costs and Profits	Market Structures	Labour Market	Government Intervention
KEY CONCEPTS	Sizes and types of firms Business growth Demergers	Business objectives	Revenue Costs Economies and diseconomies of scale Normal profits, supernormal profits and losses	Efficiency Perfect competition Monopolistic competition Oligopoly Monopoly Monopsony Contestability	Demand for labour Supply of labour Wage determination in competitive and non-competitive markets	Government intervention The impact of government intervention



	TOPIC 1	TOPIC 2	TOPIC 3	TOPIC 4	TOPIC 5
THEME 4	International Economics	Poverty and Inequality	Emerging and Developing Economics	The Financial Sector	Role of the state in the macroeconomy
KEY CONCEPTS	Globalisation Specialisation and trade Pattern of trade Terms of trade Trading blocs and the World Trade Organisation (WTO) Restrictions on free trade Balance of payments Exchange rates International competitiveness	Absolute and relative poverty Inequality	Measures of development Factors influencing growth and development Strategies influencing growth and development	Role of financial markets Market failure in the financial sector Role of central banks	Public expenditure Taxation Public sector finances Macroeconomic policies in a global context



Enrichment

As Business is only taught at Key Stage 4 and 5, and only as an option, it is important to allow all students across all key stages the opportunity to experience some enterprise and financial capability education.

YEAR GROUP	PROVIDER	TITLE	TIMEFRAME
YEAR 6	In House	Taster Day	July each year
YEAR 8	In House	Taster Day	March each year
	In House	Logo and Slogan Competition	Last run April 2020
YEAR 9	Cultivate	Enterprise Challenge	April launch
	In House	Logo and Slogan Competition	Last run April 2020
YEAR 8	TBC	External trip	TBC
	In House	Logo and Slogan Competition	Last run April 2020
YEAR 12 / 13	Ian Marcouse	Examiner Insight Session	May each year
YEAR 13	Tutor2u	A level Exam Revision Seminar	March/April