



‘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 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 will 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.

Business is no longer purely about profit maximisation. Much more ethical and corporate social responsibility issues are at the forefront of business aims. The study of Business will enable a student to understand ethical and moral issues faced by business and the choices that some businesses make.

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.



Enrichment

We recently ran a whole school competition to design a new logo and create a new slogan for the Business course. We have produced a wider reading document with documentaries, films and podcasts that would enrich and support student learning in the subject of Business. We plan trips depending on availability, value, and the school calendar and will be looking into what sort of trips might be available in the academic years to come. We would usually have external speakers into school to support with our KS5 courses and we take students to an Year 13 A Level Business students to a revision seminar each year.

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.

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 Enterprise & Marketing Level 1/2 vocational qualification. Both of these courses start off with the concept of getting a business up and running and off the ground and will learn about the skills required to do this.

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

Having completed the course introduction, the summer term of Year 9 is allocated to pathway specific guidance and developing skills to best prepare students for Year 10/11 study.

YEAR 9

| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 |
|------------|---|---|---|---|---|
| TOPIC | Introduction to Business Enterprise | Introduction to Customers Needs | Introduction to Market Research | Introduction to Forms of Ownership | Introduction to Marketing Mix |
| ASSESSMENT | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca |



YEAR 10

Exam skills are embedded in the teaching of all units and specifically in a series of lessons in advance of PPE and end of year assessment.

| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 |
|--------------|---|---|--|--|--|
| TOPIC | Enterprise and Entrepreneurship | Spotting a Business Opportunity | Putting a Business into Practice | Making the Business Effective | Understanding External Influences in Business |
| 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>Business Aims and Objectives</p> <p>Business Revenues, Costs and Profits</p> <p>Cash and Cash-flow</p> <p>Sources of Business Finance</p> | <p>The Options for Start-up and Small Businesses</p> <p>Business Location</p> <p>The Marketing Mix</p> <p>Business Plans</p> | <p>Business Stakeholders</p> <p>Technology and Business</p> <p>Legislation and Business</p> <p>The Economy and Business</p> <p>External Influences</p> |
| ASSESSMENT | <p>Multiple choice modular assessments online</p> <p>Written end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Written end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Written end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Written end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Written end of unit assessment</p> <p>End of Theme 1 Assessment</p> |



YEAR 11

Exam skills are embedded in the teaching of all units and specifically in a series of lessons in advance of PPE and end of year assessment. Afterschool intervention sessions also run and these are broken down to cover all of the assessment trigger terms.

| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 |
|--------------|--|--|--|--|--|
| TOPIC | Growing the Business | Making Marketing Decisions | Business Operations | Business Calculations | Making Human Resource Decisions |
| KEY CONCEPTS | Business Growth Changes in Business Aims and Objectives Business and Globalisation Ethics, the Environment and Business | Product Price Promotion Place Using the Marketing Mix to Make Business Decisions | Business Operations Working with Suppliers Managing Quality The Sales Process | Business Calculations Understanding Business Performance | Organisational Structures Effective recruitment Effecting Training and Development Motivation |
| ASSESSMENT | Multiple choice modular assessments online Written end of unit assessment | Multiple choice modular assessments online Written end of unit assessment | Multiple choice modular assessments online Written end of unit assessment | Multiple choice modular assessments online Written end of unit assessment | Multiple choice modular assessments online Written end of unit assessment End of Theme 2 Assessment |



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

Having completed the course introduction, the summer term of Year 9 is allocated to pathway specific guidance and developing skills to best prepare students for Year 10/11 study.

YEAR 9

| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 |
|------------|---|---|---|---|---|
| TOPIC | Introduction to Business Enterprise | Introduction to Customers Needs | Introduction to Market Research | Introduction to Forms of Ownership | Introduction to Marketing Mix |
| ASSESSMENT | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca | In class mini assessment worksheets Online revision quizzes via Seneca |

YEAR 10

| SEPTEMBER - JANUARY | UNIT | 064 Enterprise and Marketing Concepts |
|---------------------|------------|--|
| | TOPIC | Understand how to target a Market Understand what makes a product or service financially viable Understand product Development Understand how to attract and retain customers Understand factors for consideration when starting up a business Understand different functional activities needed to support a business start-up |
| | ASSESSMENT | 1hr Written Exam |



YEAR 10/11

| | | |
|---------------------------------|-------------------|--|
| FEBRUARY YEAR 10 - JUNE YEAR 11 | UNIT | 065 Designing a Business Proposal 066 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. If they choose Cambridge Technical then they have further choice as to whether to take the course as a single or a double award.

Our advised pathways in Business are:

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

YEAR 12/13: A level

| | 1 | 2 | 3 | 4 | 5 |
|--------------|---|--|---|--|---|
| TOPIC | 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</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>Improving performance: increasing efficiency and productivity</p> <p>Improving performance: improving quality</p> <p>Improving 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> |
| ASSESSMENT | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> |



YEAR 12/13: A level continued

| | 6 | 7 | 8 | 9 | 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>Financial ratio analysis</p> <p>Strengths and weaknesses: overall performance</p> <p>Political and legal change</p> <p>Threats: economic change</p> <p>Threats: social and technological</p> <p>Threats: the competitive environment</p> <p>Investment appraisal</p> | <p>Choosing which markets to compete in and what products to offer</p> <p>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> |
| ASSESSMENT | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> | <p>Multiple choice modular assessments online</p> <p>Case studies and end of unit assessment</p> |



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

We offer both the Cambridge Technical – Extended Certificate (single award) or Diploma (double award) option.

Below is the scheduled delivery 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.

YEAR 12

| | | |
|-------------|--------|---|
| CERTIFICATE | UNIT 1 | The Business Environment (external examination) |
| | UNIT 4 | Customers and Communication |
| | UNIT 5 | Marketing and Market Research |

YEAR 13

| | | |
|-------------|--------|--|
| CERTIFICATE | UNIT 2 | Working in business (external examination) |
| | UNIT 8 | Introduction to Human Resources |

YEAR 12

| | | |
|---------|--------|---|
| DIPLOMA | UNIT 1 | The Business Environment (external examination) |
| | UNIT 3 | Business Decisions (external examination) |
| | UNIT 4 | Customers and Communication |
| | UNIT 5 | Marketing and Market Research |
| | UNIT 6 | Marketing Strategy |
| | UNIT 7 | Marketing Campaign |

YEAR 13

| | | |
|---------|---------|--|
| DIPLOMA | UNIT 2 | Working in business (external examination) |
| | UNIT 15 | Change Management (external examination) |
| | UNIT 16 | Principles of Project Management |
| | UNIT 22 | Delivering a Business Project (external examination) |