Year 10

School Vision		challenging all of our students supportively to become confident and curious enhancing lives now and in the future								
Faculty Intent	To engender a desire and passion to learn and be Inspired in STEM subjects, experiencing STEM outside the class - applying learning in unfamiliar situations.									
Subject Intent	"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness" Theme 1: Investigating Small Business									
	Term 1	-	Term 2	1 -	Term 3	T -				
	1	2	3	4	5	6				
Topic Name Key Content	Topic 1.1 Enterprise and entrepreneurship 1.1.1 The	terprise and epreneurship 1.2.1 Customer needs 1.2.2 Market research	Topic 1.3 Putting a business idea into practice	Topic 1.4 Making the business effective	Topic 1.5 Understanding external influences on	Enhancement activity – Theme 1 Exam				
Intont	dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	1.2.3 Market segmentation 1.2.4 The competitive environment	1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance	1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	business 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences	skills/end of Theme 1 exam Consolidation of topic content and development of exam technique and skills				
Intent										
How does this link to your intent?		The 5 Topics ensure a broad, balanced study of the setting up of a business, recognising key features that define success/failure, the role of stakeholders and external influences, including the economy, technology and legislation, on businesses								
Sequencing										

Why this and why now?	Each Topic is linked to the Pearson Edexcel programme of study, that builds up knowledge and understanding in order to complete the final GCSE exam							
Key concepts /	order to complete the	ie iiidi GGGE CAdiii						
12 or less	Commerce Enterprise Consumer Entrepreneurship Products Services Risk Reward Economy Decisions Growth	Price Quality Choice Convenience Market Research Focus Group Primary Research Secondary Research Quantitative Data Qualitative Data	Profit Loss Financial Aims Financial Objectives Revenue Costs Profit & Loss Break-Even Level Margin of Safety Cash Flow	Liabilities Assets Partnership Franchise Business Location Marketing Mix Brand Loyalty Product Differentiation Recession Business Plans	Stakeholders Stock Exchange Shareholders Employers Employees Suppliers Pressure Groups Economy Inflation Legislation Health & Safety			
Learning Outside the Classroom / Cultural Capital								
Opportunities		ss, Skype/Teams a UK based company to ask and plan their marketing campaigns	questions and lea	irn about what the	ey do and how the	y manage their		
Homework								
Description	Topic Booklet	Topic Booklet	Topic Booklet	Topic Booklet	Topic Booklet	Revision		
Assessment								
Туре	Exam Questions linked to topic	Exam Questions linked to topic	Exam Questions linked to topic	Exam Questions linked to topic	Exam Questions linked to topic	Full Theme 1 Exam		

Why this style	End of Topic and	End of Topic and using exam questions	End of Topic	End of Topic	End of Topic	End of Theme
of	using exam	linked to that particular topic to identify level	and using	and using	and using exam	1, using
assessment	questions linked	of understanding and possible gaps	exam	exam	questions	previously set
and why	to that particular		questions	questions	linked to that	exam to
now?	topic to identify		linked to that	linked to that	particular topic	identify level of
	level of		particular topic	particular topic	to identify level	understanding
	understanding		to identify level	to identify level	of	and possible
	and possible gaps		of	of	understanding	gaps
			understanding	understanding	and possible	
			and possible	and possible	gaps	
			gaps	gaps		

Y11

Challenging all of or	Challenging all of our students supportively to become confident and curious enhancing lives now and in the future								
To engender a desire and passion to learn and be Inspired in STEM subjects, experiencing STEM outside the class - applying learning in unfamiliar situations.									
"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"									
Theme 2: Building a Business									
Pearson Edexcel GO	Pearson Edexcel GCSE								
Term 1		Term 2	Term 3						
1	2	3	4	5	6				
Topic 2.1 Growing the business	Topic 2.2 Making marketing	Topic 2.3 Making operational	Topic 2.4 Making financial decisions	Topic 2.5 Making human resource	Exam				
2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and	decisions 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the	decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing	2.4.1 Business calculations 2.4.2 Understanding business performance	decisions 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development					
	To engender a desire learning in unfamiliar "Develop the knowled acumen and cultural at Theme 2: Building at Pearson Edexcel GOTET Term 1 Topic 2.1 Growing the business 2.1.1 Business growth 2.1.2 Changes in business aims and objectives	To engender a desire and passion to learn learning in unfamiliar situations. "Develop the knowledge and skills to evaluacumen and cultural awareness" Theme 2: Building a Business Pearson Edexcel GCSE Term 1 1 2 Topic 2.1 Growing the business are growth 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and 2.2.5 Using the	To engender a desire and passion to learn and be Inspired in ST learning in unfamiliar situations. "Develop the knowledge and skills to evaluate businesses of all sacumen and cultural awareness" Theme 2: Building a Business Pearson Edexcel GCSE Term 1 1 2 Topic 2.1 Growing the business 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and 2.2.5 Using the Term 2 Topic 2.3 Making operational decisions 2.2.1 Product 2.2.2 Price operations 2.3.2 Working with suppliers 2.3.3 Managing	To engender a desire and passion to learn and be Inspired in STEM subjects, experiencial learning in unfamiliar situations. "Develop the knowledge and skills to evaluate businesses of all sizes. To foster commerce acumen and cultural awareness" Theme 2: Building a Business Pearson Edexcel GCSE Term 1 Term 2 1 Topic 2.1 Growing the business 2.1.1 Business growth 2.2.1 Product 2.3.1 Business growth 2.2.2 Price business aims and objectives 2.2.4 Place sine suppliers 2.3.2 Working with suppliers performance	To engender a desire and passion to learn and be Inspired in STEM subjects, experiencing STEM outside the class-learning in unfamiliar situations. "Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, insacumen and cultural awareness" Theme 2: Building a Business Pearson Edexcel GCSE Term 1 Term 2 Term 3 1 2 3 4 5 Topic 2.1 Growing the business marketing decisions growth 2.1.1 Business growth 2.2.1 Product 2.3.1 Business growth 2.2.2 Price operations business aims and objectives objectives 2.2.4 Place suppliers performance 2.3.3 Managing Topic 2.4 Making financial decisions calculations 2.4.1 Business calculations 2.5.1 Organisational structures performance recruitment 2.5.3 Effective training				

	environment and business	decisions	process					
Intent								
How does this link to your intent?	The 5 Topics ensure a broad, balanced study of the running of a business, focusing on growth and making a range of important decisions							
Sequencing								
Why this and why now?	Each Topic is linked t the final GCSE exam	o the Pearson Edexce	el programme of study	, that builds up knowled	ge and understanding in ord	ler to complete		
Key concepts / Vocabulary								
12 or less	 Research Development Innovation Stock Exchange Technology Performance Merger Takeover Assets Multinational Localise 	 Viable Product Portfolio USP Mass Market Niche Market Promotion Advertising Markup Patent 	 Bespoke Automation Standardised Economies of Scale Supply Chain Procurement Fluctuate Quality Mark Competitive Advantage Transaction 	 Inflation Variable Qualitative Quantitative Cost of Sales Gross Profit Net Profit Sales Revenue Profit Margin 	 Accountability Freelancer Recruitment Job Satisfaction Autonomy Productivity Motivation Organisational Structures Efficiency Performance 			
Learning Outside the Classroom / Cultural Capital								
Opportunities	Visit a local business, their business and ho			questions and learn abo	out what they do, how they	grow and run		
Homework								
Description	Topic Booklet	Topic Booklet	Topic Booklet	Topic Booklet	Topic Booklet	Revision Resources		

Assessment						
Type	Exam Questions	Exam Questions	Exam Questions	Exam Questions	Exam Questions linked to	
	linked to topic	linked to topic	linked to topic	linked to topic	topic	
Why this style of	End of Topic and	End of Topic and	End of Topic and	End of Topic and	End of Topic and using	Final Theme
assessment and	using exam	using exam	using exam	using exam questions	exam questions linked to	1 & 2 Exam
why now?	questions linked to	questions linked to	questions linked to	linked to that	that particular topic to	
	that particular topic	that particular topic	that particular topic	particular topic to	identify level of	
	to identify level of	to identify level of	to identify level of	identify level of	understanding and	
	understanding and	understanding and	understanding and	understanding and	possible gaps	
	possible gaps	possible gaps	possible gaps	possible gaps		

Y12

School Vision	Challenging all of our students supportively to become confident and curious enhancing lives now and in the future								
Faculty Intent	To engender a desire and passion to learn and be Inspired in STEM subjects, experiencing STEM outside the class - applying learning in unfamiliar situations.								
Subject Intent	•	"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"							
Exam Board & Specification	Pearson Edexcel Level 3 Extended Certificate								
	Term 1 Term 2								
	1	2	3	4	5	6			
Topic Name	Unit 1:	Unit 1:	Unit 1: Exploring	Unit 2: Developing a	Unit 2:	Unit 2: Developing a Marketing			
	Exploring	Exploring	Business	Marketing Campaign	Developing	Campaign			
Key Content	Business	Business	Learning Aim E	Learning Aim A:	a Marketing	Unit 2 Revision and exam			
	Learning Aim A:	Learning Aim	Investigate the role	Introduction to the	Campaign				
	Explore the	C: Examine	and contribution of	principles and purposes					
	features of	the	innovation and	of marketing that	Learning				
	different	environment	enterprise to	underpin the creation of	Aim C:				
	businesses and analyse what	in which businesses	business success	a rationale for a	Planning and				
	makes them	operate	Unit 1: Assignment	marketing campaign	developing				
	successful	Operate	Completion	Learning Aim B: Using	a				
	3000633101	Learning Aim		information to develop	marketing				

	Learning Aim B: Investigate how businesses are organised	D: Examine business markets		the rationale for a marketing campaign	campaign	
Intent						
How does this link to your intent?	The students buil businesses, their	•	•	Understanding a key comp	oonent of an e	essential business operation
Sequencing						
Why this and why now?	Each Learning Ai designed assigned series of grading agreed timescale	nent task, with e criteria, to be co	each relating to a	Each Learning Aim links in student's knowledge in ord		ool scheme that builds up the undertake the exam
Key concepts / Vocabulary						
12 or less	Size Aims, Objeau Mission Internal & Stakeholde Structure a Organisation Function/Contracts	ectives, Vision Statement External ers and on Operational Environment Policy Rates Social ility	 Enterprise Innovation Unique Selling Points Risk & Reward Recognition & Reputation Product Development Niche / Mass Markets Customer Experience Branding 	 Marketing Objectives Market Segmentation Internal / External Influences Research Qualitative Data Quantitative Data Sufficiency and Appropriateness Selection and Extraction Product Life Cycle Rationale 	 Situa Marke Form Packe Pricin Socia Budg Time Legal Orga 	_

Learning Outside the Classroom / Cultural Capital Opportunities			ams a UK based comp		arn about wha	at they do and how they manage
Hamanuark	their marketing i	baagets and plai	T their marketing earnp			
Homework						
Description	Coursework Tasks	Coursework Tasks	Coursework Tasks	Exam related research tasks	Exam related research tasks	Mock exam questions
Assessment						
Type	Coursework	Coursework	Coursework	Synoptic Exam	Synoptic Exam	Synoptic Exam
Why this style of assessment and why now?	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision

Y13

School Vision	Challenging all of our students supportively to become confident and curious enhancing lives now and in the future						
Faculty Intent	To engender a desire and passion to learn and be Inspired in STEM subjects, experiencing STEM outside the class - applying learning in unfamiliar situations.						
Subject Intent	"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"						
Exam Board &	Pearson Edexce	l					
Specification	Level 3 Extended Certificate						
Specification	Level 3 Exterior	u Certificate					
Specification	Term 1	d Certificate	Term 2		Term 3		
Specification		2	Term 2	4	Term 3 5	6	
Topic Name		2 Unit 3: Personal	Term 2 3 Unit 3: Personal	4 Unit 8:	Term 3 5 Unit 8:	6 Unit 8: Recruitment and Selection	
	Term 1	2	3	4 Unit 8: Recruitment and	5 Unit 8:		

	Learning Aim A: Understand the importance of managing personal finance Learning Aim B: Explore the personal finance sector	Learning Aim C: Understand the purpose of accounting Learning Aim D: Select and evaluate different sources of business finance Learning Aim E: Break-even and cash flow forecasts	Aim F: Complete statements of comprehensive income and financial position and evaluate a business's performance Unit 3 Revision and exam	(coursework) Learning Aim A: Examine how effective recruitment and selection contribute to business success Learning Aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer	(coursework) Learning Aim C: Reflect on the recruitment and selection process and your individual performance	
Intent						
How does this link to your intent?	Understanding a l business operatio	key component of a n	an essential		n how to prepare th rt of business pract	nemselves for an important life event tice
Sequencing						
Why this and why now?		m links in with the s student's knowledo e the exam		Each Learning Aim is linked to a Pearson Edexcel designed assignment task, with each relating to a series of grading criteria, to be completed in an agreed timescale		
Key concepts / Vocabulary						
12 or less	Expenditur	Borrowing, Savings		Personal &CV, LetterInterview P	nt & Selection Job Specification of Application Protocol and Preser egal Consideration	

	Advice & C Transaction Control, Ro Capital & F Administra Sources of Break-Eve Statements Business F Adjustment Interpretat	ns, Compliance, P evenue, Interest, D Revenue Expenditu tion Costs	erformance, biscount & Capital ure & recasts re Income &	 Observation & Feedback Documentation Evaluation Role Play, Performance and Appraisal Employability Action Plan & Assessment Review & Reflection Communication Skills 		
Learning Outside the Classroom / Cultural Capital	J J					
Opportunities		ess, Skype/Teams Juestions and learr		Bring in a business individual to undertake mock interviews		
Homework						
Description	Exam related research tasks	Exam related research tasks	Mock Exam Questions	Coursework Tasks	Coursework Tasks	Coursework Tasks
Assessment						
Туре	Exam	Exam	Exam	Coursework	Coursework	Coursework
Why this style of assessment and why now?	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision	Pearson Edexcel Decision