

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	<i>"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"</i> Theme 1: Investigating Small Business					
	Term 1		Term 2		Term 3	
	1	2	3	4	5	6
Topic Name Key Content	Topic 1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	Topic 1.2 Spotting a business opportunity 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	Topic 1.3 Putting a business idea into practice 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	Topic 1.4 Making the business effective 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	Topic 1.5 Understanding external influences on 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	Enhancement activity – Theme 1 Exam 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 style of assessment and why now?	End of Topic and using exam questions linked to that particular topic to identify level of understanding and possible gaps	End of Topic and using exam questions linked to that particular topic to identify level of understanding and possible gaps	End of Topic and using exam questions linked to that particular topic to identify level of understanding and possible gaps	End of Topic and using exam questions linked to that particular topic to identify level of understanding and possible gaps	End of Topic and using exam questions linked to that particular topic to identify level of understanding and possible gaps	End of Theme 1, using previously set exam to identify level of understanding and possible gaps
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Y11

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Subject Intent	<i>"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"</i> Theme 2: Building a Business					
Exam Board & Specification	Pearson Edexcel GCSE					
	Term 1		Term 2		Term 3	
	1	2	3	4	5	6
Topic Name	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	Exam
Key Content	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales	2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	

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

Y12

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Subject Intent	<i>"Develop the knowledge and skills to evaluate businesses of all sizes. To foster commercial and creative thinking, instilling business acumen and cultural awareness"</i>					
Exam Board & Specification	Pearson Edexcel Level 3 Extended Certificate					
	Term 1		Term 2		Term 3	
	1	2	3	4	5	6
Topic Name Key Content	Unit 1: Exploring Business Learning Aim A: Explore the features of different businesses and analyse what makes them successful	Unit 1: Exploring Business Learning Aim C: Examine the environment in which businesses operate Learning Aim	Unit 1: Exploring Business Learning Aim E Investigate the role and contribution of innovation and enterprise to business success Unit 1: Assignment Completion	Unit 2: Developing a Marketing Campaign Learning Aim A: Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign Learning Aim B: Using information to develop	Unit 2: Developing a Marketing Campaign Learning Aim C: Planning and developing a marketing	Unit 2: Developing a Marketing Campaign Unit 2 Revision and exam

	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 build up a knowledge of different businesses, their structures and how they operate			Understanding a key component of an essential business operation		
Sequencing						
Why this and why now?	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			Each Learning Aim links in with the school scheme that builds up the student's knowledge in order for them to undertake the exam		
Key concepts / Vocabulary						
12 or less	• Ownership & Liability • Profit, Sector, Scope & Size • Aims, Objectives, Vision & Mission Statement • Internal & External Stakeholders • Structure and Organisation • Function/Operational Areas • Business Environment • Monetary Policy • Exchange Rates • Corporate Social Responsibility • Supply and Demand	• 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	• Marketing Campaign • Situational Analysis • Marketing Mix • Form and Function • Packaging • Pricing Strategies • Social Media • Budgeting • Timelines • Legal & Ethical Considerations • Organisational Goals • Marketing Message		

Learning Outside the Classroom / Cultural Capital						
Opportunities	Visit a local business, Skype/Teams a UK based company to ask questions and learn about what they do and how they manage their marketing budgets and plan their marketing campaigns					
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

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Exam Board & Specification	Pearson Edexcel Level 3 Extended Certificate					
	Term 1		Term 2		Term 3	
	1	2	3	4	5	6
Topic Name	Unit 3: Personal and Business Finance (exam)	Unit 3: Personal and Business Finance (exam)	Unit 3: Personal and Business Finance (exam)	Unit 8: Recruitment and Selection Process	Unit 8: Recruitment and Selection Process	Unit 8: Recruitment and Selection Process (coursework)
Key Content						Unit 8 Assignment Completion

	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	Learning 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 key component of an essential business operation			The students learn how to prepare themselves for an important life event that is a major part of business practice		
Sequencing						
Why this and why now?	Each Learning Aim links in with the school scheme that builds up the student's knowledge in order for them to undertake 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	- Function & Role of Money, Income & Expenditure - Accounts, Borrowing, Savings, Insurance & Investment			- Recruitment & Selection - Personal & Job Specification - CV, Letter of Application - Interview Protocol and Presentations - Ethical & Legal Considerations		

