

# Business

*“Almost everything worthwhile carries with it some sort of risk, whether it’s starting a new business, whether it’s leaving home, whether it’s getting married, or whether it’s flying into space.” – Chris Hadfield*

## Year 10

**The Rationale:** Business is an up-to-date and engaging qualification that is relevant to the world of business today. This qualification equips learners with the skills and confidence to explore how different business situations affect business decisions. The qualification will encourage learners to make informed choices about a wide range of further learning opportunities and career pathways as well as develop life skills that enable them to become financially and commercially aware.

|                      | Autumn Term 1  | Autumn Term 2  | Spring Half Term 3  | Spring Half Term 4  | Summer Term 5   | Summer Term 6   |
|----------------------|--|--|---|---|---|---|
| Curriculum Knowledge | <b>Business Activity</b> <ul style="list-style-type: none"> <li>Enterprise and entrepreneurship</li> <li>Business Planning</li> <li>Business ownership</li> <li></li> </ul>  | <b>Business Activity</b> <ul style="list-style-type: none"> <li>Business aims and objectives</li> <li>Stakeholders in business</li> <li>Business growth</li> </ul> | <b>Marketing</b> <ul style="list-style-type: none"> <li>The role of marketing</li> <li>Market research</li> </ul> | <b>Marketing</b> <ul style="list-style-type: none"> <li>Market segmentation</li> <li>The marketing mix</li> </ul> | <b>People</b> <ul style="list-style-type: none"> <li>The role of human resources</li> <li>Organisation structures and different ways of working</li> <li>Communication in business</li> </ul> | <b>People</b> <ul style="list-style-type: none"> <li>Recruitment and selection</li> <li>Motivation and retention</li> <li>Training and development</li> <li>Employment law</li> </ul> |
| Subject Skills       | <p>Students will develop and demonstrate a number of business skills. They will know and understand business concepts, terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. They will apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts. They develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems. They develop as effective and independent students, and as critical and reflective thinkers with enquiring minds. They develop and use an enquiring, critical approach to make informed judgements whilst investigating and analysing real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured argument. Students will develop and apply quantitative skills relevant to business, including using and interpreting data.</p> |  |   |   |   |   |

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|--|--|---|---|--|--|---|
|  | Link to OCR Business specification <a href="https://www.ocr.org.uk/Images/304213-specification-accredited-gcse-business-j204.pdf">https://www.ocr.org.uk/Images/304213-specification-accredited-gcse-business-j204.pdf</a>   |   |   |  |  |   |
| How can you help your child engage with the content? | <p>Dragons Den is an excellent television program giving an insight into entrepreneurs and the challenges they face.</p> <p>BBC news 'The boss' features new businesses, entrepreneurs and products/services.</p>  | <p>BBC Bitesize has many articles and quizzes. Tutor2U.net create regular BIZ QUIZZES for GCSE students.</p> <p>There are many articles online featuring success stories of young entrepreneurs, from authors and inventors to influencers.</p> | <p>Looking at the promotional activity during the weekly shop is an excellent source. What 'offers' are available and what do students think the promotions aim to achieve?</p> | <p>Looking at the census data to look at the demographics in Kendal. What sort of products or services you think will be successful in Kendal?</p> | <p>Discuss your working day with students. Can you explain how working in the pandemic was different to your usual way of working? Have things gone back to the way they were pre-pandemic</p> | <p>Discuss your job interviews and any other aspect of recruitment. Discuss the reasons why you work and the financial and non-financial benefits of your job.</p> <p>SENECA Learning<br/><a href="https://senecalearning.com/en-GB/">https://senecalearning.com/en-GB/</a></p> |
| Curriculum Opportunities                             | Possible Year 10/11 Business trip  |   |   |  |  |   |
| Career Links   | <p>There are multiple options for a career in a business-based discipline and most students will work in business or set up their own enterprise. Possible careers include.</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Consulting</li> <li>Entrepreneurship / Small Business</li> <li>Event Planning &amp; Hospitality</li> <li>Finance</li> <li>Human Resources</li> <li>Leadership Development Programs</li> <li>Marketing</li> <li>Estate Agent</li> <li>Retail</li> <li>Sales</li> <li>Social Entrepreneurship / Corporate Responsibility</li> </ul> |   |   |  |  |   |

## Year 11

Business is an important subject because of the knowledge it gives students about how Business works and the skills it gives them in communication, evaluation and analytical skills. The content is kept constantly up to date with new content from current Business stories and this engages students, for example Christmas shortages. Students' knowledge of career opportunities and how organisations work is considerably improved if they study Business.

|                                     | Autumn Term 1  | Autumn Term 2   | Spring Half Term 3  | Spring Half Term 4  | Summer Term 5  | Summer Term 6   |
|-------------------------------------|--|---|---|---|--|---|
| Curriculum content                  | <b>Operations</b> <ul style="list-style-type: none"> <li>• Production processes</li> <li>• The quality of goods and services</li> <li>• The sales process and customer service</li> </ul>  | <b>Operations</b> <ul style="list-style-type: none"> <li>• Consumer law</li> <li>• Business Location</li> <li>• Working with suppliers</li> </ul> | <b>Finance</b> <ul style="list-style-type: none"> <li>• The role of the finance function</li> <li>• Sources of finance</li> <li>• Revenue, costs, profits and loss</li> </ul> | <b>Finance</b> <ul style="list-style-type: none"> <li>• Break even</li> <li>• Cash and cash flow</li> </ul> | <b>Influences on Business</b> <ul style="list-style-type: none"> <li>• Ethics and environmental considerations</li> <li>• The economic climate</li> <li>• Globalisation</li> </ul> | <b>Examination preparation</b> <ul style="list-style-type: none"> <li>• Revision for paper 1 and 2</li> </ul>             |
| Key Skills                          | <p>Students will develop and demonstrate a number of business skills. They will know and understand business concepts, terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. They will apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts. They develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems. They develop as effective and independent students, and as critical and reflective thinkers with enquiring minds. They develop and use an enquiring, critical approach to make informed judgements whilst investigating and analysing real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured argument. Students will develop and apply quantitative skills relevant to business, including using and interpreting data.</p> <p>Link to OCR Business specification <a href="https://www.ocr.org.uk/Images/304213-specification-accredited-gcse-business-j204.pdf">https://www.ocr.org.uk/Images/304213-specification-accredited-gcse-business-j204.pdf</a></p> |   |   |   |  |   |
| How can you engage with your child? | The TV series 'The factory' is excellent at giving an insight into manufacturing in a range of industries.   | BBC news runs regular stories on business in general and gives many examples of where businesses have not fully adhered to the law.               | Quiz students on financial formulae using their flashcards. Encourage BBC Bitesize articles and quizzes.  | Help students with learning the formulas required for GCSE  | There are many TV programs and documentaries covering unethical performance by a number of well know businesses. Encouraging students to think about                               | Help to structure a revision timetable and provide a quiet space for revision. Test your child regularly on key terms and |

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|                          |                                   |  |  |  | the origins of a product. E,G,. A Starbucks coffee can come from up to 19 different countries when sourcing coffee beans, paper and sugar! | concepts. Purchasing the OCR revision guide is another good source. Tutor2u.net revision blasts and quizzes. SENECA Learning <a href="https://senecalearning.com/en-GB/">https://senecalearning.com/en-GB/</a> |
| Curriculum Opportunities | Possible Year 10/11 Business trip |  |  |  |  |  |
| Career Links             | As above.                         |  |  |  |  |  |