

Sackville School Business Curriculum - Year 10



| TERM | WHAT? (Is delivered?) | WHY? (Is this important?) | WHY NOW? (Why is this taught now?) | IMPACT? (What is the impact at the end of this half term?) | ASSESSMENT |
|-------------|--|---|---|--|---|
| Aut 1 | Enterprise and entrepreneurship | <ul style="list-style-type: none"> Includes the dynamic nature of business- how and why new business ideas come about. Introduces risk and reward - the impact of risk and reward on business activity. Introduces the role of business enterprise - the purpose of business activity and the role of entrepreneurship | <ul style="list-style-type: none"> Introduces the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. | Students will be able to: <ul style="list-style-type: none"> Use real life examples of how branding can be used to add value. Identify and explain the purpose of business activity. Describe the role of an entrepreneur. Consider why it is important to have a unique selling point. | Topic 1.1 Test 1.1 retrieval practice 1.1 OOL doc 1.1 Learning mat |
| Aut 2 | Spotting a business opportunity | <ul style="list-style-type: none"> Includes customer needs - identifying and understanding customer needs. Introduces market research - the purpose, methods and the use of data in market research. Introduces market segmentation - how businesses use market segmentation to target customers. Includes the competitive environment - understanding the strengths and weaknesses of competitors, and the impact of competition on businesses. | <ul style="list-style-type: none"> Students develop to learn about local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Students begin to develop problem-solving and decision-making skills relevant to business. | Students will be able to: <ul style="list-style-type: none"> Describe the difference between direct and indirect competitors. Give reasons why it is important for businesses to understand their competitors. Describe strengths and weaknesses of different business locations. Complete a SWOT analysis for a business. | Topic test 1.1 & 1.2 1.2 retrieval practice 1.2 OOL doc 1.2 Learning mat |
| Spr 1 | Putting a business idea into practice. | <ul style="list-style-type: none"> Includes business aims and objectives - business aims and objectives are, business aims and objectives when starting up and why aims and objectives differ between businesses. Introduces business revenues, costs and profits - the concept and calculation of key financial aspects of running a business and the interpretation of break even diagrams. Introduces cash and cash flow - the importance of cash to a business and the calculation and | <ul style="list-style-type: none"> Students start to consider the uses and limitations of quantitative and qualitative data in making business decisions. | Students will be able to: <ul style="list-style-type: none"> Describe what revenue is and where it comes from. Give reasons why cash is important to a business Give examples of long and short term funding options for a business. Describe what a credit arrangement is and how it works. | Topic test 1.3 1.3 retrieval practice 1.3 OOL doc 1.3 Learning mat |

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| | | <p>interpretation of cash flow forecasts.</p> <ul style="list-style-type: none"> Includes sources of business finance - sources of finance for a startup or established small business. | | | |
| Spr 2 | Making the business effective | <ul style="list-style-type: none"> Includes options for startup and small businesses - the concept of limited liability, the types of business ownership for startups and the option of starting up and running a franchise operation. Introduces business location - factors influencing a business location.. Introduces the marketing mix, what the marketing mix is, the importance of each element of the marketing mix and how the elements of the marketing mix work together. Includes business plans - the role and importance of a business plan and the purpose of planning business activity. | <ul style="list-style-type: none"> Students can now develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students begin to develop problem-solving and decision-making skills relevant to business | <p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the difference between limited and unlimited liability.. Describe why some businesses may choose to locate close to their competitors while others may choose to locate away from competitors. Give examples for a particular business which describe the four elements of the marketing mix. Write a list of the components of a business plan. Describe advantages to an entrepreneur of producing a business plan. | <p>Topic test 1.4</p> <p>1.4 retrieval practice</p> <p>1.4 OOL doc</p> <p>1.4 Learning mat</p> |
| Sum 1 | Understanding external influences | <ul style="list-style-type: none"> Introduces business stakeholders - who business stakeholders are and their different objectives, and the relationship between stakeholders and businesses.. Introduces technology and business - different types of technology used by businesses and how technology influences business activity. Introduces Legislation and business - the purpose of legislation and the impact of legislation on businesses. Includes the economy and business - the impact of the economic climate on businesses. External influences - the importance of external influences on businesses. | <ul style="list-style-type: none"> Students further build on their knowledge of how these interdependencies and relationships underpin business decisions especially with regard to the wider economic environment. | <p>Students will be able to:</p> <ul style="list-style-type: none"> List possible stakeholders for a specific business and describe their objectives. Describe the difference between social media and ecommerce. Describe how legislation can lead to increases in costs for businesses using examples. Describe ways in which businesses are affected when unemployment levels are low. Describe ways in which the UK government taxes businesses. Describe ways in which an export business could respond to the pound getting weaker. | <p>Topic test 1.5</p> <p>1.5 retrieval practice</p> <p>1.5 OOL doc</p> <p>1.5 Learning mat</p> <p>Theme 1 paper</p> |
| Sum 2 | Growing the business. | <ul style="list-style-type: none"> Includes business growth - methods of business growth and | <ul style="list-style-type: none"> Students build on their learning of how a business develops beyond | <p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the difference between | <p>Topic test 2.1</p> <p>2.1 retrieval practice</p> |

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| | | <p>their impact, the types of business ownership for growing the business and sources of finance for growing and established businesses.</p> <ul style="list-style-type: none"> • Includes changes in aims and objectives - why and how business aims and objectives change as businesses evolve. • Introduces business and globalisation - the impact of globalisation on businesses, barriers to international trade and how businesses compete internationally. • Introduces ethics, the environment and business - the impact of ethical and environmental considerations on businesses. | <p>the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources.</p> <ul style="list-style-type: none"> • Students can consider the impact of the wider world on the decisions a business makes as it grows. | <p>internal and external methods of growth.</p> <ul style="list-style-type: none"> • Describe why the type of business ownership used may change as a business grows. • List possible reasons why a business's aims and objectives may change. • Describe ways in which globalisation impacts UK firms. • Describe how both ethical and environmental considerations may lead to trade offs. | <p>2.1 OOL doc 2.1 Learning mat</p> |
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Links to L4L Curriculum and Gatsby Benchmarks:

- Understanding the impact of Risk and Reward
- Understanding the role of an entrepreneur
- Considering the different Customer needs
- Considering why there are different types of business ownership
- Considering the differing views of Stakeholders and stakeholder conflict
- Learning about the principles of employment law and external influences

Sackville School Business Curriculum - Year 11

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|-------------|---------------------------------|--|---|--|---|
| Aut 1 | Making marketing decisions. | <ul style="list-style-type: none"> • Introduces product, the design mix, the product life cycle and the importance of differentiating a product or service. | <ul style="list-style-type: none"> • Students will be introduced to national and global business contexts and will develop an understanding of how these | <p>Students will be able to:</p> <ul style="list-style-type: none"> • Draw a product life cycle and identify issues a business must consider at each stage of the | <p>Topic test 2.2 2.2 retrieval practice 2.2 OOL doc 2.2 Learning mat</p> |

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| | | <ul style="list-style-type: none"> Introduces price - pricing strategies and influences on pricing strategies. Introduces students to promotion - promotional strategies for different market segments and the use of technology in promotion. Includes place - methods of distribution Uses the marketing mix to make business decisions - how each element of the marketing mix can influence other elements. | <ul style="list-style-type: none"> contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. | <ul style="list-style-type: none"> product life cycle. List ways in which technology might affect the pricing decisions of a business. Describe the difference between sponsorship and sales promotions. Describe why place is a key aspect of the marketing mix. Explain how a pricing decision might impact a business's promotion. | |
| Aut 2 | Making operational decisions | <ul style="list-style-type: none"> Introduces students to business operations - the purpose of business operations, different types of production process and the impact of technology on production. Includes working with suppliers - managing stock and the role of procurement. Includes managing quality - the concept of quality and its importance. Introduces the sales process - the nature of the sales process and the importance to a business of providing good customer service.. | <ul style="list-style-type: none"> Students further develop their understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students can start to how apply their knowledge and understanding to different business contexts affect business decisions | <p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the impact that technology can have on production. Summarise the problems that a business might experience if it stores a lot of stock. Explain why quality is important to a business. Describe why it is important for sales staff to have good product knowledge. | <p>Topic test 2.3</p> <p>2.3 retrieval practice</p> <p>2.3 OOL doc</p> <p>2.3 Learning mat</p> |
| Spr 1 | Making financial decisions | <ul style="list-style-type: none"> Includes business calculations - the concept and calculation of gross profit and net profit and the calculation and interpretation of the gross profit margin, the net profit margin and the average rate of return. Includes understanding business performance - the use and interpretation of quantitative business data to support, inform and justify business decisions and the use and limitations of financial information. | <ul style="list-style-type: none"> Students draw on their knowledge and understanding of Theme 1 and 2 topics to apply a range of quantitative skills relevant to business contexts. This includes calculations and the interpretation, use and limitation of quantitative and qualitative data in business contexts to support, inform and justify business decisions. | <p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the difference between gross and net profit. Explain how a business could use the average rate of return to help make decisions about its future investments. Give limitations of financial information. Describe how a business could use market data to make business decisions. | <p>Topic test 2.4</p> <p>2.4 retrieval practice</p> <p>2.4 OOL doc</p> <p>2.4 Learning mat</p> |
| Spr 2 | Making human resource decisions | <ul style="list-style-type: none"> Introduce organisational structures - different organisational structures and | <ul style="list-style-type: none"> Students can understand how these functional areas influence business activity and how | <p>Students will be able to:</p> <ul style="list-style-type: none"> Describe the impacts of excessive communication in a | <p>Topic test 2.5</p> <p>2.5 retrieval practice</p> <p>2.5 OOL doc</p> |

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| | | <p>when each are appropriate, the importance of effective communication and different ways of working.</p> <ul style="list-style-type: none"> • Includes effective recruitment - different job roles and responsibilities, and how businesses recruit people. • Includes effective training and development - how and why businesses train and develop employees. • Introduces motivation - the importance of motivation in the workplace and how businesses motivate employees. | <p>interdependencies and relationships between them underpin business decisions.</p> | <p>business.</p> <ul style="list-style-type: none"> • Describe the difference between a permanent and temporary contract and give examples. • Describe the difference between the role of a senior manager and the role of a supervisor or team leader. • Describe what you would expect to find in an application form and explain why businesses need this information from applicants. • Describe why a business would choose to train and develop its employees. • Describe why a business needs to motivate its employees. | <p>2.5 Learning mat Theme 2 Paper</p> |
| Sum 1 | | | | | |
| Sum 2 | | | | | |

Links to L4L Curriculum and Gatsby Benchmarks:

- Thinking about why business objectives change
- Impacts of international trade and competing internationally (ethics)
- Importance of relationships with Suppliers and procurement
- Considering different job roles and responsibilities, recruitment and selection
- Motivation and exam skills