



Business Education



KEVI HWGA Curriculum Map

Curriculum Purpose:

Context	Beyond KEVI HWGA:	<p>Business will impact your day-to day life. Think about that new top you bought last week and then think of what businesses made it possible for you to be wearing it right now? The obvious ones are the Shop and the Manufacturing plant but what about the Cotton growers? the Label makers? The Delivery company? Health & Safety? Even the companies that manage the finances of all those businesses. Thinking about all those processes and people allows you begin to understand the importance of business in our daily lives. The courses we offer aim to develop students' understanding of how the local/national/global economy works through analysing business issues, problems and enterprises that affect the lives of individuals on a daily basis. The courses will allow students to gain entry on to further business education courses such as relevant business degrees and apprenticeships. A business qualification will open the doors to many career industries such as:</p> <p>Careers in Human Resources Human Resources Officer - Recruitment Consultant - Training and Development Officer - Occupational Psychologist - Sales Executive - Employee Education Consultant - Executive Recruiter</p> <p>Careers in Marketing Advertising Director - Media Researcher - Marketing Assistant - Senior Copywriter - Digital Advertising Intern - Brand Manager - Social Media Specialist - Marketing Analyst - Brand Strategist - Market Research Analyst – Marketing Consultant – Visual Merchandiser</p> <p>Careers in Finance Accounts Assistant – Financial Manager – Relationship Manager – Stockbroker – Bank Clerk – Purchase Ledger Clerk – Bank Cashier – Trainee Stockbroker – Bank Manager – Credit Controller – Accountant – Finance Director – Mortgage Advisor – Auditor – Bookkeeper – Budget Analyst – Chief Finance Officer – Cost Estimator – Insurance Underwriter – Investment Banker – Payroll Administrator – Tax Examiner – Treasury Analyst</p> <p>Careers in Operations Supply Chain Analyst - Operations Team Leader - Operations Manager - Procurement Buyer – Procurement Purchasing Manager - Project Manager - Logistics Manager - Events Management</p>
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KS5	<p>KS5 Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues.</p>
KS4	<p>KS4 students are given the opportunity to build a foundation of business knowledge, focussing on 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. In their final year of the course, students will delve deeper by examining how a business develops beyond the start-up phase. The course focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows. (Edexcel GCSE Business (9-1))</p> <p>Enrichment Programme: The National Enterprise Challenge - The National Enterprise Challenge is the UK's largest enterprise competition and provides students aged 11–15 with a real-life business challenge set by some of Britain's best-known brands.</p> <p>The Mosaic Challenge - The Mosaic Challenge is a competition designed to develop young people's understanding of business concepts and how they can apply them. Interaction with business mentors helps build the students' confidence, employability and raise their aspirations.</p>
KS3	<p>KS3 students will take part in a exciting project that is designed to give them a valuable insight into the world of business. Students will work in pairs and be set weekly challenges including designing, branding and pitching a business product.</p> <p>Enrichment Programme: Tenner Challenge - Over the course of four weeks, students will use £10 pledges to get their student business ideas off the ground. It's an interactive programme that helps students to develop key employability skills including creativity, resilience, and problem solving.</p>
KS1/2 links	<p>Some children may have been taught Enterprise Education in primary school – This is optional and varies from school to school. Financial Education is taught at KS1/2 during mathematics and PSHE. Some Primary schools take part in enterprising extra-curricular activities such as Citrus Saturday, Founders For Schools, inspiring the future, the fiver and tenner challenges.</p>



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Big Qs <i>Linked to NC</i>	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<p>Year 13</p> <p>A Level Business</p>	<p>2.2 Financial planning <i>Sales forecasting purpose and factors influencing sales forecasts. Calculation of sales revenue and volume fixed and variable costs. Break-even and Budgeting.</i></p> <p>2.3 Managing finance <i>Statement of comprehensive income and financial position. Concept of Business Failure.</i></p> <p>Meta-cognition Intellectual confidence Imagination</p> <p>Collaborative, Creative and Enterprising</p>	<p>2.4 Resource management <i>Methods of production, Productivity and efficiency. Calculation, implications and ways of improving capacity utilisation. Stock Control diagrams and key features. Quality Assurance methods, costs and benefits.</i></p> <p>2.5 External influences <i>Macroeconomic variables: inflation, exchange rates</i> <i>Economic policy: interest rates, taxation and government spending. Different areas of businesses affected by legislation.</i></p> <p>Meta-cognition Complex and Multi-Problem solving Strategy Planning</p> <p>Enquiring</p>	<p>3.1 Business objectives and strategy <i>Corporate Objective Strategic and tactical decisions - Ansoff, Porter, Boston Matrix, SWOT Analysis and PESTLE.</i></p> <p>3.4 Influences on business decisions <i>Corporate influences and Corporate Culture. Trade-offs between profit and ethics and how this relates to objectives. Conflicts between stakeholders and stakeholders and the business</i></p> <p><i>Introduction to the broad pre-released context (available from June) for A level Paper 3. Set summer research project for A level students. Link to Extended Project Qualification if applicable.</i></p> <p>Meta-cognition Critical or logical thinking Flexible thinking</p> <p>Enquiring, Open Minded</p>	<p>3.2 Business growth <i>Compare and contrast with mergers and takeovers, and reasons for staying small. Links to new, highly competitive markets and avoidance of diseconomies of scale.</i></p> <p>3.3 Decision-making techniques <i>Uses and limitations of quantitative sales forecasting. Methods of Investment Appraisal, calculation and interpretation. Construction and limitations of Decision trees and Critical Path analysis.</i></p>	<p>3.5 Assessing competitiveness <i>Statement of comprehensive income and statement of financial position. Uses of Ratio Analysis and Quantitative measures of HR performance.</i></p> <p>3.6 Managing change <i>Causes and effects of change and Planning to reduce risk.</i></p> <p>Self-Regulate Intellectual confidence Seeing alternative perspectives</p> <p>Enquiring, Practise, Perseverance, Resilience</p> <p>Revision and A level exam preparation</p> <p>Revision of Themes 1, 2, 3 and 4 Exam preparation</p>	

Key Knowledge, Concepts and skills	Substantive Knowledge Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national and global contexts. To develop their knowledge, skills and understanding in business, students need to have acquired competence in quantitative skills that are relevant to and applied in the context of this theme. For this theme, students will need to be aware of the accounting ratios and focus on quantitative skills.					
Feedback & Assessment	Assessment 1 End of topic 2.2 Assessment 2 End of topic 2.3	Assessment 3 Mock Exam Assessment 4 End of topic 2.4	Assessment 5 End of topic 2.5 Assessment 6 End of topic 3.1 & 3.4	Assessment 7 End of topic 3.2 Assessment 8 End of topic 3.3	Assessment 9 End of topic 3.5 Assessment 10 End of topic 3.6	
Year 12 A Level Business	<p>1.1 Meeting customer needs <i>Mass markets vs niche markets and Dynamic markets. Product vs market orientation. Methods of market research. Uses and limitations of these methods. Market segmentation from market research results.</i></p> <p>1.2 The market <i>Introduction to the supply curve. Discuss movement along and of the supply curve, and factors influencing this. Combine work in demand and supply to illustrate price determination in a market. Calculation of PED & YED Interpretation of PED & YED and its importance to businesses</i></p> <p>Meta-cognition Strategy Planning Connection Finding</p>	<p>1.3 Marketing mix and strategy <i>Design mix and how this might change. Types of branding Building a brand and changes in branding Generic versus branded products. Types of promotion. Types of pricing strategies and distribution methods. The product life cycle and extension strategies Boston Matrix Consumer behaviour How the marketing mix changes in response</i></p> <p>1.4 Managing people <i>Types of organisational structures, recruitment and selection. Importance of motivation Motivation theories Financial and non-financial incentives Links between leadership and motivation</i></p> <p>Meta-cognition</p>	<p>1.5 Entrepreneurs and leaders <i>Characteristics, skills and motivations of becoming a Entrepreneur. Outline and examples of Business objectives. Legal organisation and features. Opportunity costs, choices and trade offs.</i></p> <p>4.1 Globalisation <i>Measurements of different economies and economic performance. Specialisation of economies and business. Business growth via trade. Protectionism and Trading Blocs.</i></p> <p>Imagination Flexible thinking Organianlity Fluent thinking</p>	<p>4.2 Global markets and business expansion <i>Push and pull trade factors for businesses. How this is achieved and can be enhanced through working with other businesses.</i></p> <p>4.3 Global marketing Marketing on a global scale. <i>Influences on marketing strategy and Features of Niche markets and how these interact with cultural and social issues.</i></p> <p>Self-Regulate Intellectual confidence Seeing alternative perspectives</p> <p>Enquiring, Practise, Perseverance, Resilience</p>	<p>4.4 Global industries and companies <i>Ethical discussions raised by the activities of MNCs</i></p> <p>Meta-cognition Complex and Multi-Problem solving Strategy Planning</p> <p>Enquiring</p> <p>Imagination Flexible thinking Organianlity Fluent thinking</p> <p>Collaborative, Confident, Creative and Enterprising, Risk Taking</p>	<p>Revision and AS level exam preparation</p> <p><i>Revision and exam practice for AS level examinations and/or mock examinations for Theme 1 and Theme 2.</i></p> <p>2.1 Raising finance <i>Internal and external sources of finance. Concept of limited liability. Business planning. Use and limitations of cash flow forecasts.</i></p>

	Collaborative, Creative and Enterprising	Critical or logical thinking Flexible thinking Enquiring, Open Minded	Collaborative, Confident, Creative and Enterprising, Risk Taking			
Key Knowledge, Concepts and skills	Substantive Knowledge Students must investigate different types and sizes of organisation in various business sectors and environments, and in local, national and global contexts. To develop their knowledge, skills and understanding in business, students need to have acquired competence in quantitative skills that are relevant to and applied in the context of this theme. For this theme, students will need to be aware of the accounting ratios and focus on quantitative skills.					
Feedback & Assessment	Assessment 1 1.1 Knowledge Check Assessment 2 End of topic 1.1 & 1.2	Assessment 3 End of topic 1.3 Assessment 4 End of topic 1.4	Assessment 5 End of topic 1.5 Assessment 6 Mock Exam Theme 1	Assessment 7 End of topic 4.1 Assessment 8 End of topic 4.2	Assessment 9 End of topic 4.3 Assessment 10 End of topic 4.4	Assessment 11 Mock Exam Theme 2 Assessment 12 Paper 1 Mock Exam
Year 11	2.2 Making marketing decisions <i>What are the phases of the product life cycle and how can it be extended? How can a business set the price of a product/service. What appropriate promotion strategies are there for different market segments? What are the methods of distribution? How can each element of the marketing mix influence other elements?</i> Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. Meta-cognition	2.3 Making operational decisions , supply, quality and sales decisions a business makes. 2.4 Making financial decisions <i>How do you calculate and interpret gross and net profit margin? What are the uses and limitations of financial information and quantitative data?</i> Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information Meta-cognition Connection Finding Strategy Planning	2.5 Making human resource decisions <i>What are the main types of organisational structures and how do they impact communication? What types of employment contracts are there? Explain the recruitment/selection/training process. Why is motivation in the workplace important and how does it impact productivity?</i> Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic. Meta-cognition Complex and Multi-Problem solving	Revision and final exams <i>How do we use the analysis of Mock Papers to devise a revision/study programme for the summer holidays? What knowledge and understanding are required to successfully answer the Theme 1 exam?</i> Students will review areas of weakness and cover difficult topics. A series of self/peer/teacher assessment will also take place Theme 1 & Theme 2 External Exam		

	<p>Critical or logical thinking Flexible thinking</p> <p>Enquiring, Open Minded</p>	<p>Collaborative</p>	<p>Strategy Planning</p> <p>Enquiring</p>	<p>Self-Regulate Intellectual confidence Seeing alternative perspectives</p> <p>Enquiring, Practise, Perseverance, Resilience</p>		
<p>Key Knowledge, Concepts and skills</p>	<p>Substantive Knowledge 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 decisions</p> <p>Skills A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</p>	<p>Substantive Knowledge 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance</p> <p>Skills A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</p>	<p>Substantive Knowledge 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation</p> <p>Skills A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</p>	<p>Skills A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</p>		
<p>Feedback & Assessment</p>	<p>Assessment 1 Marketing Mix essay</p> <p>Assessment 2 End of Topic 2.2 Test</p> <p>Homestudy 1 – Qs on 2.2.1 & 2.1.2</p> <p>Homestudy 2 - Qs on 2.2.3 & 2.2.4</p> <p>Homestudy 3 - MPC 2.2 Quiz</p>	<p>Assessment 3 End of Topic 2.3 Test</p> <p>Assessment 4 Mock Exams Theme 1</p> <p>Assessment 5 Mock Exams Theme 2</p> <p>Homestudy 1 – Qs on 2.3.1 & 2.3.2</p> <p>Homestudy 2 - - MPC 2.3 Quiz</p> <p>Homestudy 3 - MPC 2.4 Quiz</p>	<p>Assessment 6 End of Topic 2.4 Test</p> <p>Assessment 7 End of Topic 2.5 Test</p> <p>Homestudy 1 – Qs on 2.5.1 & 2.5.2</p> <p>Homestudy 2 – – Qs on 2.5.3 & 2.5.4</p> <p>Homestudy 3 - MPC 2.5 Quiz</p>			
<p>Year 10</p>	<p>1.1 Enterprise and entrepreneurship</p> <p><i>What is the role of business enterprise and the purpose of business</i></p>	<p>Mosaic Challenge The Mosaic Challenge provides a highly interactive way for students to develop key</p>	<p>1.4 Making the business effective</p> <p><i>What are the implications for the business owner(s) of limited and unlimited liability?</i></p>	<p>1.4.4 Business plans</p> <p>1.5 Understanding external influences on businesses</p>	<p>1.5 Understanding external influences on businesses</p> <p><i>Who are the business stakeholders and what</i></p>	<p>Revision Theme 1 <i>How do we use the analysis of Mock Papers to devise a revision/study</i></p>

<p>activity. How do business ideas originate? Describe the impact of risk and reward on business activity?</p> <p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</p> <p>1.2 Spotting a business opportunity</p> <p>What needs do customers have? What is the purpose of Market research and what methods can be used to collect market research? How can a business use market segmentation to target customers? How can competitors impact business decision-making?</p> <p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p>	<p>employability skills as participants make as much profit as possible through playing a interactive enterprise game.</p> <p>1.3 Putting a business idea into practice</p> <p>Why do aims and objectives differ between businesses? What is the formula for Revenue, Cost and Profit. Why is cash important? How do cash and profit differ? How do you construct a cash-flow forecast. What sources of finance are available for start-up business or small established business?</p> <p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects such as 'revenues, costs, profit, break-even and cash-flow'.</p> <p>Meta-cognition Intellectual confidence Imagination</p> <p>Collaborative, Creative and Enterprising</p>	<p>How do types of business ownership for start-up businesses compare and contrast? How does the process of Franchising work? What factors influence business location? What is the marketing mix and the importance of each element. What is the role and importance of a business plan?</p> <p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p> <p>Meta-cognition Critical or logical thinking Flexible thinking</p> <p>Enquiring, Open Minded</p>	<p>Who are the business stakeholders and what are their objectives? What types of technology can businesses use and how does this impact on business activity? Explain the purpose and types of business legislation. How does the economic climate impact a business? How can businesses respond to changes in technology, legislation, the economic climate.</p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>Meta-cognition Generalisation Imagination</p> <p>Enquiring, Collaborative, Creative and Enterprising</p>	<p>are their objectives? What types of technology can businesses use and how does this impact on business activity? Explain the purpose and types of business legislation. How does the economic climate impact a business? How can businesses respond to changes in technology, legislation, the economic climate.</p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>Enhancement activity – Theme 1</p> <p>Meta-cognition Seeing alternative perspectives</p> <p>Enquiring, Open Minded</p>	<p>programme for the summer holidays? What knowledge and understanding are required to successfully answer the Theme 1 exam?</p> <p>Students will review areas of weakness and cover difficult topics. A series of self/peer/teacher assessment will also take place</p> <p>Theme 1 Mock Exam</p> <p>Topic 2.1 Growing the business</p> <p>What are the methods of business growth and how can inorganic/organic growth impact a business? How do business aims and objectives change as businesses evolve? What is the impact of globalisation on businesses? How can ethical/environmental considerations influence business activity</p> <p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The</p>
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	<p>Meta-cognition Strategy Planning Connection Finding</p> <p>Collaborative, Creative and Enterprising</p>					<p>impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p>Self-Regulate Intellectual confidence Seeing alternative perspectives</p> <p>Enquiring, Practise, Perseverance, Resilience</p>
Key Knowledge, Concepts and skills	<p>Substantive Knowledge 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment</p>	<p>Substantive Knowledge 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</p>	<p>Substantive Knowledge 1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix</p> <p>Skills <i>A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</i></p>	<p>Substantive Knowledge 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business</p>	<p>Substantive Knowledge 1.5.4 The economy and business 1.5.5 External influences</p> <p>Skills <i>A01 -Kn, A02 – App, A03a – An, A03b - Ev – Exam technique built into lessons</i></p>	<p>Substantive Knowledge 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 environment and business</p>
Feedback & Assessment	<p>Assessment 1 End of Topic 1.1 Test Assessment 2 End of Topic 1.2 Test</p> <p>Homestudy 1 – Qs on 1.1.1 & 1.1.2 Homestudy 2 - MPC 1.1 Quiz Homestudy 3 - Qs on 1.2.1 & 1.2.2 Homestudy 4 - MPC 1.2 Quiz</p>	<p>Assessment 3 Formula test Assessment 4 End of Topic 1.3 Test</p> <p>Homestudy 1 - Qs on 1.3.1 & 1.3.2 Homestudy 2 - Qs on 1.3.3 Homestudy 3 - Qs on 1.3.4 Homestudy 4 – MPC 1.3 Quiz</p>	<p>Assessment 5 Marketing Mix Test Assessment 6 Business Ownership Leaflet</p> <p>Homestudy 1 - Qs on 1.4.1 Homestudy 2 - Qs on 1.4.2 Homestudy 3 - Qs on 1.4.3</p>	<p>Assessment 7 Business Plan project Assessment 8 End of Topic 1.4 Test</p> <p>Homestudy 1 - Qs on 1.4.4 Homestudy 2 - MPC 1.4 Quiz Homestudy 3 - Qs on 1.5.1 Homestudy 4 - Qs on 1.5.2</p>	<p>Assessment 9 Business Cycle Test Assessment 10 End of Topic 1.5 Test</p> <p>Homestudy 1 - Qs on 1.5.3 Homestudy 2 - Qs on 1.5.4 Homestudy 3 - Qs on 1.5.5 Homestudy 4 – MPC 1.5 Quiz</p>	<p>Assessment 11 Numeracy Test Assessment 12 Theme 1 mock exam Homestudy 1 – Revision Mock Homestudy 2 – Revision Mock Homestudy 3 - Qs on 2.1.1 & 2.1.2 Homestudy 4 - Qs on 2.1.3 & 2.1.4</p>