

Key concepts in Business Curriculum

Enterprise – In their 1st year 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. In their 3rd year students explore the role of enterprising individuals and leaders.

Marketing – In their 1st year 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. In their 2nd year students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. In their 3rd year students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment.

Finance – In their 1st year students focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. In their 2nd year 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. In their 4th year students develop an understanding of raising and managing finance, and measuring business performance.

Business Operations – In their 1st year students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan. In their 2nd year students delve deeper into business operations by exploring topics such as design, supply, quality and sales decisions a business makes. In their 3rd year students focus on the importance of using resources efficiently within a business to ensure that goods or services can be delivered effectively and efficiently, and to a high quality. In their 4th year students move from functions to strategy, enabling students to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Students analyse corporate objectives and strategy against financial and non-financial performance measures and how businesses grow, and develop an understanding of the impact of external influences.

Human Resources - in their 2nd year students have a solid business foundation and now start to take a close look at growing a business. This means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. In their 3rd year students consider people, exploring how businesses recruit, train, organise and motivate employees in more detail.

Global Business – in their 2nd year students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.

Business Economics – in their 1st year 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. In their 3rd year students investigate businesses that trade on a global scale and explore their reasons for doing so. Students develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities.

Business Curriculum Key Concepts

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 13 A Level Business	2.2 Financial planning 2.3 Managing finance	2.4 Resource management 2.5 External influences	3.1 Business objectives and strategy 3.4 Influences on business decisions	3.2 Business growth 3.3 Decision-making techniques	3.5 Assessing competitiveness 3.6 Managing change	
Year 12 A Level Business	1.1 Meeting customer needs 1.2 The market	1.3 Marketing mix and strategy 1.4 Managing people	1.5 Entrepreneurs and leaders 4.1 Globalisation	4.2 Global markets and business expansion 4.3 Global marketing	4.4 Global industries and companies	Revision and AS level exam preparation 2.1 Raising finance
Year 11 GCSE Business	2.2 Making marketing decisions	2.3 Making operational decisions 2.4 Making financial decisions	2.5 Making human resource decisions	Revision and final exams	Revision and final exams	
Year 10 GCSE Business	1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity	1.3 Putting a business idea into practice	1.4 Making the business effective	1.5 Understanding external influences on businesses	1.5 Understanding external influences on businesses	Revision Theme 1 2.1 Growing the business