

# Subject: Business



**Curriculum intent** -the purpose of our curriculum is to expand/broaden pupils' knowledge and understanding of Business. Its focus is on understanding business concepts, terminology, objectives and the integrated nature of and how this affects individuals and the wider society. Our curriculum allows pupils to become critical and reflective thinkers with enquiring minds. The analytical and evaluative skills they acquire throughout GCSE is further developed at A level where a range of relevant business and generic skills such as decision making, problem solving the challenging of assumptions, using qualitative and quantitative data and applying numerical skills in a range of contexts allowing pupils in explaining observations taken from the real world of Business.

**Enterprise and entrepreneurship** – pupils are introduced to the dynamic nature of business in relation to how and why business ideas come about.  
**Spotting a business opportunity** – pupils will explore how new and small businesses identify opportunities through understanding customer  
**Putting a business idea into practice** – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects  
**Making the business effective** – pupils will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan  
**Understanding external influences on business** – pupils 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.



Year  
10



Year  
11

**Globalisation** - The impact of globalisation and the ethical and environmental questions facing businesses are explored.  
**Making marketing decisions** – pupils will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace  
**Making operational decisions** – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes  
**Making financial decisions** – pupils 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  
**Making human resource decisions** – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity

**Theme 1** enables pupils to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Pupils develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. This theme also considers people, exploring how businesses recruit, train, organise and motivate employees, as well as the role of enterprising individuals and leaders.

**Theme 2** enables pupils to develop an understanding of raising and managing finance and measuring business performance. The theme outlines 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. Pupils also consider the external influences that have an impact on businesses, including economic and legal factors.



Year  
12



Year  
13

**Theme 3** moves from functions to strategy, enabling pupils to develop their understanding of the core concepts and to take a strategic view of business opportunities and issues. Pupils 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. The theme covers the causes and effects of change and how businesses mitigate risk and uncertainty.

Theme 4 supports pupils to investigate businesses that trade on a global scale and explore their reasons for doing so. Pupils develop an understanding of the globally competitive environment and consider the ethical and moral dimensions of global business activities