**Curriculum Intent**

We intend to empower students to enter the world of work - whether as employees or employers - as confident individuals who can make informed decisions and take calculated risks. Critical thinking underpins discussion and feedback whilst enabling students to think in both a national and global context; we aim to build the future leaders of tomorrow. Year 12 lays a strong foundation covering the inter-relationship between business fundamentals. Year 13 then builds upon this to develop an appreciation of strategic and global business perspectives.

**Curriculum Implementation**

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|   | **Autumn** | **Spring** | **Summer** |
| HT1 | HT2 | HT3 | HT4 | HT5 | HT6 |
| **Year 12** | **BROAD** | Core content, knowledge and skills | **3.1 – What is business?** 3.1.1 Understanding the nature and purpose of business.3.1.2 Understanding different business forms.  | **3.1 – What is business?**3.1.2 Understanding different business forms (cont.). 3.1.3 Understanding that businesses operate within an external environment. **3.7 – Analysing the strategic position of a business**3.7.1 Mission, corporate objectives, functional objectives and strategy 3.7.5 Analysing the external environment to assess opportunities and threats: economic change.3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change.3.7.6 Analysing the external environment to assess opportunities and threats: social and technological change. | **3.4 – Operational Management** 3.4.1 Setting operational objectives.3.4.2 Analysing operational performance.3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity.3.4.4 Making operational decisions to improve performance: improving quality.  | **3.4 – Operational Management** 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains.**3.5 – Financial Management** 3.5.1 Setting financial objectives. 3.5.2 Analysing financial performance. | **3.5 – Financial Management** 3.5.3 Making financial decisions: sources of finance.3.5.4 Making financial decisions: improving cash flow and profits. **3.7 – Analysing the strategic position of a business** 3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis. | **3.7 – Analysing the strategic position of a business** 3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis (cont.).3.7.8 Analysing strategic options: investment appraisal. |
| **3.3 – Marketing Management**3.3.1 Setting marketing objectives.3.3.2 Understanding markets and customers. | **3.3 – Marketing Management**3.3.2 Understanding markets and customers (cont.).3.3.3 Making marketing decisions: segmentation, targeting and positioning.3.3.4 Making marketing decisions: using the Marketing Mix | **3.2 – Managers, Leadership and Decision Making**3.2.1 Understanding management, leadership and decision making.3.2.2 Understanding management decision making3.2.3 Understanding the role and importance of stakeholders. | **3.6 – Human Resources Management**3.6.1 Setting human resource objectives.3.6.2 Analysing human resource performance.3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow | **3.6 – Human Resources Management**3.6.4 Making human resource decisions: improving motivation and engagement.3.6.5 Making human resource decisions: improving employer-employee relations. | **3.7 – Analysing the strategic position of a business**3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment.3.7.3 Analysing the external environment to assess opportunities and threats: overall performance. |
| **COHERENT** | Prior knowledge required to access this unit | No prior business knowledge. GCSE mathematical skills: calculating percentages and percentage changes. | Prior unit 1 learning. In particular: mission statements, aims and objectives, and the hierarchy of objectives. An appreciation of current affairs is particularly helpful for topics looking at the external environment. GCSE mathematical skills: calculating percentages and percentage changes; interpreting data; adding/subtracting negative numbers; correlation.  | The hierarchy of objectives.An appreciation of manufacturing and production techniques is helpful.GCSE mathematical skills: calculating percentages and percentage changes; interpreting data.  | Prior unit 4 learning. GCSE mathematical skills: calculating percentages and percentage changes; interpreting data. | GCSE mathematical skills: calculating percentages and percentage changes.Prior unit 1 learning on private sector business forms; the role of share capital and shareholders. Prior unit 2 learning. An appreciation of current affairs is helpful for understanding employer-employee relations.  | GCSE mathematical skills: calculating percentages and percentage changes.Prior unit 1 learning on the role of shareholders and why they invest. Prior unit 7 learning on the external environment and SWOT analysis.  |
| **EMPOWERING** | Key vocabulary | **Topic specific (Tier 3) vocabulary:**Students provided with glossaries. **Most essential academic (Tier 2) vocabulary:**Knowledge and understanding ApplicationAnalyseEvaluate |
| **CHALLENGING** | Super curricular recommendations | **Listening:** The Bottom Line; Business Daily; TED Business; FT Behind the Money; Working Hard, Hardly Working; This is Money Podcast; How I Built This; FT News Briefing. **Watching:** Dirty Money (series on Netflix); Inside the Factory (BBC iPlayer); The Big Short (Netflix); Inside M&S (ITVX). **Reading:** Business Review Magazine (students can request this resource at the Business Department Office); www.tutor2u.net. |

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|   | **Autumn** | **Spring** | **Summer** |
| HT1 | HT2 | HT3 | HT4 | HT5 | HT6 |
| **Year 13** | **BROAD** | Core content, knowledge and skills | **3.9 – Strategic Methods: How to Pursue Strategies**3.9.1 Assessing a chance in scale. | **3.9 – Strategic Methods: How to Pursue Strategies**3.9.3 Assessing globalisation and internationalisation.3.9.2 Assessing innovation. | **3.9 – Strategic Methods: How to Pursue Strategies**3.9.2 Assessing innovation (cont.).3.9.4 Assessing greater use of digital technology. | Industry Investigations.Revision and exams focus | Revision Revision and exams focus | N/A |
| **3.8 – Choosing Strategic Direction** 3.8.1 Choosing strategic direction: choosing which markets to compete in and what products to offer.3.8.2 Choosing how to compete.  | **3.8 – Choosing Strategic Direction** 3.8.2 Choosing how to compete (cont.).**3.10 – Managing Strategic Change**3.10.1 Managing change.3.10.2 Manging organisational culture. | **3.10 – Managing Strategic Change**3.10.3 Manging strategic implementation.3.10.4 Problems with strategy and why strategies fail.  | **3.10 – Managing Strategic Change**3.10.4 Problems with strategy and why strategies fail (cont.). | Revision | N/A |
| **COHERENT** | Prior knowledge required to access this unit | Everything students have learned to this point.  |
| **EMPOWERING** | Key vocabulary | **Topic specific (Tier 3) vocabulary:**Students provided with glossaries. **Most essential academic (Tier 2) vocabulary:**Knowledge and understanding ApplicationAnalyseEvaluate |
| **CHALLENGING** | Super curricular recommendations | **Listening:** The Bottom Line; Business Daily; TED Business; FT Behind the Money; Working Hard, Hardly Working; This is Money Podcast; How I Built This; FT News Briefing. **Watching:** Dirty Money (series on Netflix); Inside the Factory (BBC iPlayer); The Big Short (Netflix); Inside M&S (ITVX). **Reading:** Business Review Magazine (Business office); www.tutor2u.net.  |