**Business Curriculum Summary May 2024**

Vision:

Our Business Curriculum Vision is to equip students with a comprehensive understanding of business principles and practices, enabling them to thrive in diverse and dynamic environments. Through a structured progression from foundational knowledge to advanced strategic thinking, we aim to develop critical thinkers, effective communicators, and innovative leaders.

Yearly Intent Statements

What are the aims of specific stages of the curriculum?

Year 10:

By the end of Year 10 business students should be able to:

* explain what business is and the varying types of business and enterprises in action. express reasons people start businesses and how businesses change.
* analyse different influences on business such as technology, ethical and environmental issues and the economic climate.
* apply these ideas to real world businesses.
* understand what human resources are and how to best motivate employees to create a healthy and productive environment.

 Year 11:

By the end of Year 11 business students should have extended their understanding of what business is and the influence on business. They will be able to

* analyse the effective methods of business operations and critically assess methods of marketing.
* articulate cash flow processes within businesses,
* complete financial calculations such as percentage increase in profits and average rates of return and analyse the financial performance of a business.

Year 12: A level

By the end of Year 12 business students will be able to

* express a clear understanding of why businesses exist, the importance of business objectives and how the external environment can impact how a business is run.
* understand the role of leadership within running the business and making strategic decisions based on leadership style and stakeholders.
* critically analyse the effectiveness of marketing strategies and market research.
* come to realistic conclusions based on the value of the research.
* calculate the labour productivity of their team and how to increase the efficiency and productivity of a business.
* use their knowledge of analysing data to analyse financial performance of businesses.
* make strategic human resource decisions in order to improve business designs, improve motivation and employer and employee relations.

 Year 13: A level

By the end of Year 13 business students will develop their understanding of the organisations and functions of business to assess the strategic position of business and internal and external factors that can impact the success of the business. Students will:

* develop an understanding of strategic direction in business including how to decide which markets to compete in and what products to offer.
* understand how to pursue those strategies by assessing changes in scale and innovation.
* understand how to manage and implement change in the business environment.

Rationale behind sequencing:

Year 10

Students are taught unit 1 business in the real world first as before students can understand any influences on business, they must understand what business is. Students are then taught unit 2: influences on business.  This builds on the students' understanding of what business is. All other topics build on these two core units. Unit 4: human resources is taught after Unit 1 and 2 as it allows students to understand how people work within businesses and the importance of recruiting and motivating staff. This needs to be understood before students can understand how the business functions within society, Unit 3: business operations. Students follow Unit 4 with Unit 3: business operations as they will have an understanding of how to create and manage a team. This means they will be able to learn about how to get the team to work together to best run a business, manage production, stock and quality.

Year 11

As all units revolve around Unit 1 & 2 these continue to be built on in Year 11. Students will be able to create links between good HR and good customer service. Once students understand how to make a product and work with a team, they are then able to understand the importance of marketing this product therefore Unit 5: Marketing and Unit 6: Finance are taught next. As students will have two business teachers for Year 11, one will teach marketing and the other finance. These are 2 units that students find difficult so completing them throughout the whole of Year 11 to coincide with each other and allow for explicit links to be made. Additionally, this will allow for more practice of financial calculations to build confidence and success.

Year 12

The AQA A level in Business builds on GCSE business. Students do not have to have studied Business at GCSE to study it at A level. As with the GCSE course, the A Level is designed to have units that build on each other. Students have to have completed ‘Unit 1: what is business and unit 2: management and decision making before starting the functional areas as this basic knowledge feeds into all other units. Unit 3: Marketing is taught after units 1 & 2 as students find it relatable to units to their experiences which allows them to create real world links. Following Unit 3, Units 4, 5 and then 6 are taught consecutively as they lay the foundations for Year 2 units and all link back to Unit 1 and 2 to reinforce learning.

Year 13

In Year 13 units 7-10 cover business development. They are delivered in the logical order for developing a business and making changes. To be able to make improvements in business there needs to be an understanding of where the business currently is (Unit 7: analysing the strategic position of business) this unit reflects on the business as a whole, therefore linking to units 1-6. Then a decision needs to be made about the direction the business will go (Unit 8: choosing strategic direction). Following this decision, managers need to establish how to meet the goals for the business (Unit 9: strategic methods) and then pre-empt any problems that may occur with the new direction (Unit 10: managing strategic change). Each unit also links back to the core units studied in Year 12 which increases retrieval practice and builds connections.