

# Curriculum Business Overview



*Believe, Succeed, Together*

2018

Year 7 Business

	<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<b>Topics</b>	<p><i>Based on creating a Board Game</i></p> <p>Product Life Cycle            Market Research - Primary            Creative Thinking            Market Research - Secondary            Product Differentiation and USP            Branding, Company Name and Logo            Design the Board Game            Making the Board Game</p>	<p><i>Based on creating a Board Game</i></p> <p>Location            Packaging            Pricing Strategies            Market Segmentation            TV advertising            Social Media advertising            Sponsorship            Sales Promotion</p>	<p><i>Based on creating a Board Game</i></p> <p>Sales Process            Business Growth            Business Cards            Ethical Business – environment            Ethical Business – suppliers and workers            Business Presentations</p>
<b>Assessment</b>	<p><b><u>Teacher Assessment</u></b>            Market Research Analysis            Completed Board Game            End of Term Exam</p>	<p><b><u>Teacher Assessment</u></b>            Sponsorship            End of Term Exam</p>	<p><b><u>Teacher Assessment</u></b>            Business Card Design            Business Presentation</p>
<b>Resources</b>	<p>PowerPoint Presentations            Computers</p>	<p>PowerPoint Presentations            Computers</p>	<p>PowerPoint Presentations            Computers</p>

YEAR 8 Business

	Autumn Term	Spring Term	Summer Term
<b>Topics</b>	<p><i>Based on designing a Theme Park</i></p> <p>Branding, Company Name and Logo            Market Research – Primary            Market Research – Secondary            Product Differentiation and USP            SWOT Analysis            Location            Sources of Finance            Cost of running a theme park            Pricing Strategy</p>	<p><i>Based on designing a Theme Park</i></p> <p>Recruitment documents            Recruitment and Interviewing            Motivation            Team Building            Customer Service            Designing a signature ride            Designing map of Theme Park layout            TV advertising</p>	<p><i>Based on designing a Theme Park</i></p> <p>Radio Advert            Newspaper Advert            Sales Promotion            Website design            PR and Launch plan            International Business (culture)            International Business (adapting 4Ps)            Business Presentations</p>
<b>Assessment</b>	<p><b><u>Teacher Assessment</u></b>            Market Research Analysis            End of Term Exam</p>	<p><b><u>Teacher Assessment</u></b>            Theme Park Map            TV Advert            End of Term Exam</p>	<p><b><u>Teacher Assessment</u></b>            International Business (culture)            Business Presentation</p>
<b>Resources</b>	<p>PowerPoint Presentations            Computers</p>	<p>PowerPoint Presentations            Computers</p>	<p>PowerPoint Presentations            Computers</p>

YEAR 9 Business

	Autumn Term	Spring Term	Summer Term
Topics	<p><b>Topic 1.1 Enterprise and entrepreneurship</b>                      The dynamic nature of business                      Risk and reward                      The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b>                      Customer needs                      Market research                      Market segmentation                      The competitive environment</p>	<p><b>Topic 1.3 Putting a business idea into practice</b>                      Business aims and objectives                      Business revenues, costs and profits                      Cash and cash-flow                      Sources of business finance</p> <p><b>Topic 1.4 Making the business effective</b>                      The options for start-up and small businesses                      Business location</p>	<p><b>Topic 1.4 Making the business effective</b>                      The marketing mix                      Business plans</p> <p><b>Topic 1.5 Understanding external influences on business</b>                      Business stakeholders                      Technology and business                      Legislation and business                      The economy and business                      External influences</p>
Assessment	<p>End of Topic 1 exam                      End of Topic 2 exam</p>	<p>End of Topic 3 exam                      Theme 1 Mock exam</p>	<p>End of Topic 4 exam                      End of Topic 5 exam</p>
Resources	<p>PowerPoint Presentations                      Computers                      End of Topic Exam Papers                      Command Cards</p>	<p>PowerPoint Presentations                      Computers                      End of Topic Exam Papers                      Mock Exam papers</p>	<p>PowerPoint Presentations                      Computers                      End of Topic Exam Papers</p>

YEAR 10 Business

	Autumn Term	Spring Term	Summer Term
Topics	<p><b>Topic 2.1. Growing the Business</b>            Business growth            Changes in business aims and objectives            Business and globalisation            Ethics, the environment and business</p> <p><b>Topic 2.2. Making Marketing Decisions</b>            Product            Price            Place            Promotion            Using the marketing mix to make business decisions</p>	<p><b>Topic 2.3. Making Operational Decisions</b>            Business operations            Working with suppliers            Managing quality            The sales process</p> <p><b>Mock Exam preparation</b></p>	<p><b>Topic 2.4. Making Financial Decisions</b>            Business calculations            Understanding business performance</p> <p><b>Topic 2.5. Making Human Resource Decisions</b>            Organisational structures            Effective recruitment            Effective training and Development            Motivation</p>
Assessment	End of Topic 1 exam End of Topic 2 exam	End of Topic 3 exam Theme 1 Mock exam	End of Topic 4 exam End of Topic 5 exam
Resources	PowerPoint Presentations Computers End of Topic Exam Papers Command Cards	PowerPoint Presentations Computers End of Topic Exam Papers Mock Exam papers	PowerPoint Presentations Computers End of Topic Exam Papers

YEAR 11 Business

	Autumn Term	Spring Term	Summer Term
Topics	<p><b><u>RECAP AND REVISION THEME 1:</u></b></p> <p><b>Topic 1.1 Enterprise and entrepreneurship</b>                      The dynamic nature of business                      Risk and reward                      The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b>                      Customer needs                      Market research                      Market segmentation                      The competitive environment</p> <p><b>Topic 1.3 Putting a business idea into practice</b>                      Business aims and objectives                      Business revenues, costs and profits                      Cash and cash-flow                      Sources of business finance</p> <p><b>Topic 1.4 Making the business effective</b>                      The options for start-up and small businesses                      Business location                      The marketing mix                      Business plans</p>	<p><b><u>RECAP AND REVISION THEME 2:</u></b></p> <p><b>Topic 2.1. Growing the Business</b>                      Business growth                      Changes in business aims and objectives                      Business and globalisation                      Ethics, the environment and business</p> <p><b>Topic 2.2. Making Marketing Decisions</b>                      Product                      Price                      Place                      Promotion                      Using the marketing mix to make business decisions</p> <p><b>Topic 2.3. Making Operational Decisions</b>                      Business operations                      Working with suppliers                      Managing quality                      The sales process</p> <p><b>Topic 2.4. Making Financial Decisions</b>                      Business calculations                      Understanding business performance</p> <p><b>Topic 2.5. Making Human Resource Decisions</b></p>	<p>Past Exam paper questions                      Theme 1 and Theme2</p>

	<b>Topic 1.5 Understanding external influences on business</b> Business stakeholders Technology and business Legislation and business The economy and business External influences	Organisational structures Effective recruitment Effective training and Development Motivation  Past Exam paper questions Theme 1 and Theme 2	
<b>Assessment</b>	<b><u>THEME 1</u></b> End of Topic 1 exam End of Topic 2 exam End of Topic 3 exam End of Topic 4 exam End of Topic 5 exam Theme 1 Mock exam	<b><u>THEME 2</u></b> End of Topic 1 exam End of Topic 2 exam End of Topic 3 exam End of Topic 4 exam End of Topic 5 exam Theme 2 Mock exam (in lesson)	
<b>Resources</b>	PowerPoint Presentations Computers End of Topic Exam Papers Command Cards Mock Papers	PowerPoint Presentations Computers End of Topic Exam Papers Mock Exam papers	PowerPoint Presentations Computers End of Topic Exam Papers