



School Intent: Our curriculum provides pupils with the knowledge and experiences which will interest and empower them to thrive in the workplace and make informed contributions to our democratic society.

Curriculum intent: We provide a broad and challenging curriculum to provide students the **knowledge and experiences** of business enterprises that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise. Our programme of study provides a practical knowledge-rich curriculum ranging from finance and market research to prepare learners for further education and **future careers**. Our curriculum **interests and empowers** learners allowing them to **thrive in the workplace** and **make informed contributions to democratic society**.

Curriculum rationale: At KS3&4 we introduce the purpose and roles of small to medium enterprises to build essential knowledge for BTEC Level 2. At KS4 we further develop the knowledge and understanding of SME's using real life local case studies. Learners gain the knowledge that underpins effective use of skills, such as the features and characteristics of enterprises and entrepreneurs, and the internal and external factors that can affect the performance of an enterprise. At KS5 the Business Studies curriculum allows learners to further develop their knowledge and experiences through a mixture of coursework, case studies and practical assessments.



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	<p>R067 – Examination unit What is an entrepreneur? Understanding financial viability Calculating costs and revenue Analysing break-even</p> <p>Begin R068 coursework unit</p>	<p>R067 – Examination unit Understanding the need for market segmentation The purpose of market research</p> <p>Continue R068 coursework unit</p>	<p>R067 – Examination unit Understanding the marketing Mix Explaining the types of advertising and sales promotion medium used to attract and retain customers</p> <p>Completion of R068 Assignment</p>	<p>R067 – Examination unit The product lifecycle Factors to consider when pricing a product to attract and retain customers Appropriate forms of ownership for business start-ups Sources of capital for business start-ups</p> <p>R068 assignment completing and resubmission</p>	<p>Consolidation and recap (R067 Examination Unit) in preparation for their external examination in Year 11.</p> <p>Topic Area 1: Characteristics, risk, and reward for enterprise Topic Area 2: Market research to target a specific customer</p>	<p>Consolidation and recap (R067 Examination Unit) in preparation for their external examination in Year 11.</p> <p>Topic Area 3: What makes a product financially viable Topic Area 4: Creating a marketing mix to support a product Topic Area 5: Factors to consider when starting up and running an enterprise</p>
11	<p>Elements of marketing mix and their purposes Targeting and segmenting the market.</p>	<p>Financial documents. Payment methods</p>	<p>Using cash flow data Financial forecasting Suggesting improvements to cash flow</p>	<p>Pitching and presenting a micro enterprise. Using feedback and review to identify</p>	<p>Completion of Assignment and resubmission.</p>	



		Statement of comprehensive income Profitability and liquidity	Breakeven analysis Sources of business finance	possible changes to the pitch.		
Y12 U1 & U2	Features of a Business Stakeholders Business organisational structure and aims and objectives	External environment Internal environment Competitive environment Situational analysis	Different market structures Relationship between demand, supply and price Pricing and output decisions	Role of innovation and enterprise Benefits and risks associated with innovation and enterprise (KOE)	Completion of Assignment and resubmission.	Introduction to Unit 2 Developing a marketing campaign The role and purposes of marketing Aims and objectives and branding
Y12 U3 & U14	Functions and role of money Different ways to pay Current accounts Managing personal finance	Features of financial institutions Communicating with customers Consumer protection in relation to personal finance Information guidance and advice	Purpose of accounting Types of income Types of expenditure Sources of finance	Cash flow forecasts Break-even analysis Statement of comprehensive income Statement of financial position Measuring profitability	Measuring liquidity Measuring efficiency Limitations of ratios Complete Unit 3 external examination component	Unit 14- Customer service in business Customer expectations and satisfaction Benefits of building customer relationships Customer legislation and regulations
Y13 U2 & U14	The role of marketing Influences on marketing activity Purpose of researching information to identify the	Marketing campaign activity Marketing mix The marketing campaign	Completion of Unit 2 External Assessment Unit 14- Recap of learning outcome A	Completion of unit 14		



	needs and wants of customers Market research methods and use Developing the rationale	Appropriateness of marketing campaign	customer service in business Expectations and satisfaction Legislation and regulations			
Y13 U14	Learning aim B monitoring and evaluating customer service provision Indicators in improved performance	Assignment and resubmission	Learning aim C Customer service skills and behaviours Dealing with customer service requests and complaints Individual skills audit and development plan	Assignment and resubmission		