



Curriculum Overview

Business Department

Department	Business
Head of Department	Mrs K Bennett
Department Members	Mrs K Bennett; Mrs K Franks; Mr G Vigeon
Accommodation and Resources	B6, B10, B11 (all classes have laptops/computers)

<u>Curriculum Intent</u>	<p>Business students develop an understanding for the economic system they will work in and gain knowledge of the terms and processes of business and economy.</p> <p>We aim to create outstanding Business students. The intent of the curriculum is to develop students' understanding of how the local/national/ global economy works through evaluating and analysing economic issues, problems and institutions that affect everyday life. Also, to equip students with the appropriate knowledge to study the subject at a higher level and to develop employability skills for the future.</p> <p>Business is a dynamic subject. Students will learn about the diverse nature of business enterprise and the interdependence of the various parts of the business world. They will explore business success and business failure, investigate local, national and global business markets, and understand how businesses need to adapt and respond strategically to the changing environment in which they operate to survive and grow. This constant evolutionary process makes business a fascinating subject.</p> <p>Through studying business, students will develop transferable skills that will prepare them for studying at university or moving into the world of work. They will become skilled in making decisions, solving problems, applying numerical skills (including understanding finance and working with data) and understanding the business environment. They will also develop commercial awareness.</p>
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Curriculum Implementation

Applied A Level Business

Key Stage 5:

There are six units of study across the Applied A Level course:

Unit 1 – Financial Planning and Analysis (externally assessed exam)

Unit 2 – Business Dynamics (internally assessed coursework)

Unit 3 – Entrepreneurial Opportunities (externally assessed controlled assessment)

Unit 4 – Managing and Leading People (externally assessed exam)

Unit 5 – Developing a Business Proposal (internally assessed coursework)

Unit 8 – Marketing Communications (internally assessed coursework)

What my child will learn in Year 12

Year 12	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	Unit 1 (Financial Planning and Analysis) Legal structures within business Liability Business plans Financing the business Unit 2 (Business Dynamics) Aims and objectives Business ownership Market opportunities Stakeholders Organisational structures	Unit 1 (Financial Planning and Analysis) Profit, costs and revenue Break-even Cash flow Budgeting Variance analysis Assessing financial information (income statements and balance sheets) Ratios Unit 2 (Business Dynamics) Recruitment Mintzberg's organisational types	Unit 1 (Financial Planning and Analysis) Revision (exam sat at the beginning of January) Unit 2 (Business Dynamics) Mintzberg's organisational types Competitive advantage (Porter's Five Forces) Unit 3 (Entrepreneurial Opportunities) Market opportunities Choosing an enterprise idea	Unit 2 (Business Dynamics) Competitive position (Porter's Five Forces) SWOT analysis Unit 3 (Entrepreneurial Opportunities) Market opportunities Choosing an enterprise idea Risk, reward and innovation Myers Briggs personality types Social economic groups and support networks Customer value proposition Marketing Operational activities Risk, uncertainty and contingency	Unit 5 (Developing a Business Proposal) Business ideas Business resources Decision making Market research Diamond 9 Analysis Business model canvas	Unit 5 (Developing a Business Proposal) Costings Optimistics and Pessimistics Visions, aims objectives and viability Functional areas
Previous knowledge recalled	Knowledge learnt from GCSE Business Studies (if students)	Unit 1 (Financial Planning and Analysis)	Unit 1 (Financial Planning and Analysis)	Unit 2 (Business Dynamics)	Unit 3 (Entrepreneurial opportunities)	Unit 1 (Financial Planning and Analysis)



	<p>have previously studied this).</p> <p>Profit/Loss (usually students have tacit understanding).</p>	<p>Legal structures within business</p> <p>Liability</p> <p>Business plans</p> <p>Financing the business</p> <p>Unit 2 (Business Dynamics)</p> <p>Aims and objectives</p> <p>Business ownership</p> <p>Market opportunities</p> <p>Stakeholders</p> <p>Organisational structures</p>	<p>Legal structures within business</p> <p>Liability</p> <p>Business plans</p> <p>Financing the business</p> <p>Profit, costs and revenue</p> <p>Break-even</p> <p>Cash flow</p> <p>Budgeting</p> <p>Variance analysis</p> <p>Assessing financial information (income statements and balance sheets)</p> <p>Ratios</p> <p>Unit 2 (Business Dynamics)</p> <p>Aims and objectives</p> <p>Business ownership</p> <p>Market opportunities</p> <p>Stakeholders</p> <p>Organisational structures</p> <p>Recruitment</p> <p>Mintzberg's organisational types</p>	<p>Aims and objectives</p> <p>Business ownership</p> <p>Market opportunities</p> <p>Stakeholders</p> <p>Organisational structures</p> <p>Recruitment</p> <p>Mintzberg's organisational types</p> <p>Unit 3 (Entrepreneurial Opportunities)</p> <p>Market opportunities</p> <p>Choosing an enterprise idea</p>	<p>Market opportunities</p> <p>Choosing an enterprise idea</p> <p>Risk, reward and innovation</p> <p>Myers Briggs personality types</p> <p>Social economic groups and support networks</p> <p>Customer value proposition Marketing</p> <p>Operational activities</p> <p>Risk, uncertainty and contingency</p>	<p>Financial formulae</p> <p>Unit 3 (Entrepreneurial opportunities)</p> <p>Market opportunities</p> <p>Choosing an enterprise idea</p> <p>Risk, reward and innovation</p> <p>Myers Briggs personality types</p> <p>Social economic groups and support networks</p> <p>Customer value proposition Marketing</p> <p>Operational activities</p> <p>Risk, uncertainty and contingency</p> <p>Unit 5 (Developing a Business Proposal)</p> <p>Business ideas</p> <p>Business resources</p> <p>Decision making</p> <p>Market research</p> <p>Diamond 9 Analysis</p> <p>Business model canvas</p>
New Knowledge	<p>Unit 1 (Financial Planning and Analysis)</p> <p>Legal structures within business</p> <p>Liability</p> <p>Business plans</p> <p>Financing the business</p> <p>Unit 2 (Business Dynamics)</p> <p>Aims and objectives</p>	<p>Unit 1 (Financial Planning and Analysis)</p> <p>Profit, costs and revenue</p> <p>Break-even</p> <p>Cash flow</p> <p>Budgeting</p> <p>Variance analysis</p> <p>Assessing financial information (income statements and balance sheets)</p>	<p>Unit 1 (Financial Planning and Analysis)</p> <p>Revision (exam sat at the beginning of January)</p> <p>Unit 2 (Business Dynamics)</p> <p>Mintzberg's organisational types</p> <p>Competitive advantage (Porter's Five Forces)</p>	<p>Unit 2 (Business Dynamics)</p> <p>Competitive position (Porter's Five Forces)</p> <p>SWOT analysis</p> <p>Unit 3 (Entrepreneurial Opportunities)</p> <p>Market opportunities</p> <p>Choosing an enterprise idea</p> <p>Risk, reward and innovation</p>	<p>Unit 5 (Developing a Business Proposal)</p> <p>Business ideas</p> <p>Business resources</p> <p>Decision making</p> <p>Market research</p> <p>Diamond 9 Analysis</p> <p>Business model canvas</p>	<p>Unit 5 (Developing a Business Proposal)</p> <p>Costings</p> <p>Optimistics and Pessimistics</p> <p>Visions, aims objectives and viability</p> <p>Functional areas</p>



	Business ownership Market opportunities Stakeholders Organisational structures	Ratios Unit 2 (Business Dynamics) Recruitment Mintzberg's organisational types	Unit 3 (Entrepreneurial Opportunities) Market opportunities Choosing an enterprise idea	Myers Briggs personality types Social economic groups and support networks Customer value proposition Marketing Operational activities Risk, uncertainty and contingency		
Key Knowledge Assessment	Assessment Point 1 – Legal structures within business Assessment Point 2 – Sources of finance Unit 2 Coursework Component (internally assessed)	Mock exam paper Unit 2 Coursework Component (internally assessed)	Unit 2 Coursework Component (internally assessed) Unit 3 Controlled Assessment (externally assessed)	Unit 2 Coursework Component (internally assessed) Unit 3 Controlled Assessment (externally assessed)	Unit 5 coursework (internally assessed)	Unit 5 coursework (internally assessed)
Links to literacy and numeracy	Introduction to key business terms	Profit, costs and revenue Break-even Cash flow Budgeting Variance analysis Assessing financial information (income statements and balance sheets) Ratios	Mintzberg's organisational types Competitive advantage (Porter's Five Forces) Market opportunities Choosing an enterprise idea	Competitive position (Porter's Five Forces) SWOT analysis Market opportunities Choosing an enterprise idea Risk, reward and innovation Myers Briggs personality types Social economic groups and support networks Customer value proposition Marketing Operational activities – Calculating costings, selling price and profit margins	Business ideas Business resources Decision making Market research Diamond 9 Analysis Business model canvas	Costings Optimistics and Pessimistics
Extra-Curricular opportunities	<ul style="list-style-type: none"> • Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects 					
Links to careers/aspirations	<p>Entrepreneurship and Business Ownership:</p> <ul style="list-style-type: none"> • Many entrepreneurs start their own businesses. A Level Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. <p>Management and Leadership:</p> <ul style="list-style-type: none"> • Understanding management principles is essential for leadership roles in various industries. A Level Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. <p>Marketing and Advertising:</p>					



	<ul style="list-style-type: none"> Careers in marketing and advertising involve promoting products or services. A Level Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. <p>Finance and Accounting:</p> <ul style="list-style-type: none"> For those interested in finance and accounting, A Level Business Studies offers insights into financial statements, budgeting, and basic accounting principles. This knowledge is valuable for careers in accounting, finance, or roles that involve managing financial resources. <p>Human Resources:</p> <ul style="list-style-type: none"> Understanding human resource management is crucial for roles that involve hiring, training, and managing personnel. A Level Business Studies introduces concepts related to recruitment, training, and employee motivation. <p>Economics and Policy Analysis:</p> <ul style="list-style-type: none"> A background in business studies can be beneficial for careers in economics and policy analysis, where understanding the market, economic trends, and business strategies is essential. <p>Supply Chain and Operations:</p> <ul style="list-style-type: none"> Jobs related to supply chain management and operations require knowledge of logistics, inventory management, and production processes. A Level Business Studies covers these areas, providing a good foundation for careers in operations management. <p>International Business:</p> <ul style="list-style-type: none"> With globalization, businesses operate on a global scale. A Level Business Studies introduces concepts related to international trade, global markets, and multinational corporations, which is valuable for careers in international business. <p>Corporate Social Responsibility (CSR):</p> <ul style="list-style-type: none"> The concept of CSR is increasingly important in the business world. A Level Business Studies may touch upon ethical considerations and social responsibility, which is relevant for careers focused on sustainability and corporate responsibility. <p>Problem-Solving and Critical Thinking:</p> <ul style="list-style-type: none"> The analytical and problem-solving skills developed through A Level Business Studies are transferable to various careers where critical thinking and strategic decision-making are essential.
Links to our Fulston FAMILY values	<p>Applied A Level Business encourages students to show:</p> <p>Fortitude: Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills.</p> <p>Ambition: Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration.</p> <p>Mindfulness: Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure.</p> <p>Integrity: Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship.</p> <p>Leadership: Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation.</p> <p>Young Citizens: Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.</p>

What my child will learn in Year 13

Year 13	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Unit Title	Unit 4 (Managing and Leading People)	Unit 4 (Managing and Leading People)	Unit 4 (Managing and Leading People)	Unit 5 (Developing a Business Proposal)	Unit 5 (Developing a Business Proposal)	COURSE COMPLETED
	Role of managers and leaders	Employee motivation	Revision (exam sat at the beginning of January)	Business proposal to funding providers	Risks	
	Changing environment	Team performance	Unit 5 (Developing a Business Proposal)	Communication materials audit	Factors affecting achievement of vision and aims	
	Organisational structure	Leadership and power		Unit 8 (Marketing Communications)		
		Empowerment				



	<p>Unit 8 (Marketing Communications)</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p>	<p>Organisational change</p> <p>Unit 8 (Marketing Communications)</p> <p>Primary and secondary market research</p> <p>Competitor analysis</p> <p>Inbound and outbound marketing communications</p> <p>Customer loyalty</p>	<p>Business proposal to funding providers</p> <p>Unit 8 (Marketing Communications)</p> <p>Creating marketing materials</p> <p>Focus group research</p> <p>Coherence of marketing communications</p>	<p>Gantt Charts</p> <p>Milestones and metrics</p> <p>Impacts on functional decision making</p>		
Previous knowledge recalled	<p>Content covered from Units 1, 3 and 5 in Year 12 will provide students with a sound starting point for Year 13.</p> <p>Students must constantly demonstrate links between Unit 5 and Unit 8 within their coursework submissions.</p>	<p>Unit 4 (Managing and Leading People)</p> <p>Role of managers and leaders</p> <p>Changing environment</p> <p>Organisational structure</p> <p>Unit 8 (Marketing Communications)</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p>	<p>Unit 4 (Managing and Leading People)</p> <p>Role of managers and leaders</p> <p>Changing environment</p> <p>Organisational structure</p> <p>Employee motivation</p> <p>Team performance</p> <p>Leadership and power</p> <p>Empowerment</p> <p>Organisational change</p> <p>Unit 8 (Marketing Communications)</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p> <p>Primary and secondary market research</p> <p>Competitor analysis</p> <p>Inbound and outbound marketing communications</p> <p>Customer loyalty</p>	<p>Unit 5 (Developing a Business Proposal)</p> <p>Business ideas</p> <p>Business resources</p> <p>Decision making</p> <p>Market research</p> <p>Diamond 9 Analysis</p> <p>Business model canvas</p> <p>Business proposal to funding providers</p> <p>Unit 8 (Marketing Communications)</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p> <p>Primary and secondary market research</p> <p>Competitor analysis</p> <p>Inbound and outbound marketing communications</p> <p>Customer loyalty</p>	<p>Unit 5 (Developing a Business Proposal)</p> <p>Business ideas</p> <p>Business resources</p> <p>Decision making</p> <p>Market research</p> <p>Diamond 9 Analysis</p> <p>Business model canvas</p> <p>Business proposal to funding providers</p> <p>Communication materials audit</p>	COURSE COMPLETED
New Knowledge	Unit 4 (Managing and Leading People)	Unit 4 (Managing and Leading People)	Unit 4 (Managing and Leading People)	Unit 5 (Developing a Business Proposal)	Unit 5 (Developing a Business Proposal)	COURSE COMPLETED



	<p>Role of managers and leaders</p> <p>Changing environment</p> <p>Organisational structure</p> <p>Unit 8 (Marketing Communications)</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p>	<p>Employee motivation</p> <p>Team performance</p> <p>Leadership and power</p> <p>Empowerment</p> <p>Organisational change</p> <p>Unit 8 (Marketing Communications)</p> <p>Primary and secondary market research</p> <p>Competitor analysis</p> <p>Inbound and outbound marketing communications</p> <p>Customer loyalty</p>	<p>Revision (exam sat at the beginning of January)</p> <p>Unit 5 (Developing a Business Proposal)</p> <p>Business proposal to funding providers</p> <p>Unit 8 (Marketing Communications)</p> <p>Creating marketing materials</p> <p>Focus group research</p> <p>Coherence of marketing communications</p>	<p>Business proposal to funding providers</p> <p>Communication materials audit</p> <p>Unit 8 (Marketing Communications)</p> <p>Gantt Charts</p> <p>Milestones and metrics</p> <p>Impacts on functional decision making</p>	<p>Risks</p> <p>Factors affecting achievement of vision and aims</p>	
Key Knowledge Assessment	<p>Assessment Point 1 – Managers and Leaders</p> <p>Unit 8 Coursework Component (internally assessed)</p>	<p>Assessment Point 2 – Organisational Structure and Organisational Change</p> <p>Mock exam paper</p> <p>Unit 8 Coursework Component (internally assessed)</p>	<p>Unit 5 Coursework Component (internally assessed)</p> <p>Unit 8 Coursework Component (internally assessed)</p>	<p>Unit 5 Coursework Component (internally assessed)</p> <p>Unit 8 Coursework Component (internally assessed)</p>	<p>Unit 5 Coursework Component (internally assessed)</p>	COURSE COMPLETED
Links to literacy and numeracy	<p>Role of managers and leaders</p> <p>Changing environment</p> <p>Organisational structure</p> <p>Verbal, non-verbal and visual communications</p> <p>Traditional and modern communication channels</p>	<p>Analysing market research, both quantitative and qualitative data</p>	<p>Presentation and communication skills</p>	<p>Presentation and communication skills</p> <p>Gantt Charts</p>	<p>Risks</p> <p>Factors affecting achievement of vision and aims</p>	
Extra-Curricular opportunities	<ul style="list-style-type: none"> • Industry talks and guest speakers • Trips • Entrepreneurship competitions (linking with Tutor Time activities) • Work experience • Community service projects 					
Links to careers/aspirations	<p>Entrepreneurship and Business Ownership:</p> <ul style="list-style-type: none"> • Many entrepreneurs start their own businesses. A Level Business Studies equips students with knowledge about business planning, marketing, finance, and operations, which are crucial for those considering starting their own ventures. <p>Management and Leadership:</p> <ul style="list-style-type: none"> • Understanding management principles is essential for leadership roles in various industries. A Level Business Studies introduces concepts related to organizational structure, leadership styles, and decision-making processes. <p>Marketing and Advertising:</p> <ul style="list-style-type: none"> • Careers in marketing and advertising involve promoting products or services. A Level Business Studies covers marketing strategies, market research, and the importance of branding, providing a solid foundation for roles in these fields. 					



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<p>Links to our Fulston FAMILY values</p>	<p>A Level Business Studies encourages students to show:</p> <p>Fortitude: Problem-solving challenges; risk-taking and decision-making; entrepreneurial thinking; learning from business failure; project management skills; understanding economic challenges; adapting to change (dynamic business environment); teamwork and leadership skills; ethical decision-making; presentation and communication skills.</p> <p>Ambition: Entrepreneurial perspective; applying knowledge to real-world case studies; business planning and strategy; understanding market opportunities; leadership development; innovation and creativity; global perspective; financial literacy; ethical ambition; career path exploration.</p> <p>Mindfulness: Critical thinking and reflection; decision-making skills; stress management; time management; ethical considerations; teamwork and collaboration; mindful leadership; environmental sustainability; customer focus; reflection on success and failure.</p> <p>Integrity: Ethical business practices; corporate social responsibility (CSR); case studies on ethical issues; transparency and accountability; consumer trust; legal and regulatory compliance; personal integrity in entrepreneurship.</p> <p>Leadership: Understanding leadership styles; case studies on successful leaders; teamwork and collaboration; project management skills; entrepreneurial thinking; decision-making and problem-solving; communication skills; ethical leadership; adaptability and change management; learning from leadership failures; personal development and reflection; leadership in innovation.</p> <p>Young Citizens: Corporate social responsibility (CSR); ethical decision-making; sustainable business practices; community engagement; stakeholder consideration; Fair Trade and ethical sourcing; consumer awareness; social entrepreneurship; employment practices and diversity in the workplace; responsible marketing; financial literacy; charitable initiatives.</p>
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<p>Extended Learning Opportunities for Key Stage 5</p>	<ul style="list-style-type: none"> Business books and publications Work experience Participation in competitions Networking events Business podcasts and webinars Trips to see businesses/industries in action
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<p>Curriculum Impact</p>	<p>Students will develop a thorough appreciation of the key concepts outlined above and use these to be citizens, customers and consumers that understand the global economy, how they fit into the global, national and local economic and financial systems and become employees and employers of the future.</p>
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