

EDEXCEL Business Studies Curriculum plan

Intent: The intention of the Business curriculum is to ensure pupils understand business concepts, terminology and objectives, the integrated nature of business activity and the impact on individuals within the local community and beyond. We intend to foster independent and ambitious young entrepreneurs who can confidently apply understanding of contemporary business issues and to different types and sizes of businesses in local, national and global contexts. This in turn will develop enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.

- Live: Ensure pupils develop critical analytical and reflective skills for lifelong learning so that they can make an active contribution to society through well structured arguments,
- Love: Broaden pupils' horizons by giving them opportunities to explore the variety of businesses available locally, nationally and globally.
- Learn: Develop independent, confident and successful learners who can use a range of investigative and quantitative skills to achieve the best possible academic standards, whatever their starting point.

There are several concepts for business threaded throughout pupils' two year journey at Edward Peake. These are: entrepreneurship, markets, finance, operations, and human resources.

Prior knowledge

Confident literacy and numeracy skills to present enquiries.
Strong grasp of quantitative and statistical data analysis coming from KS3.
To recognise locality at different scales.
Understanding of the marketplace and how economies develop.
Being able to evaluate what personal traits and characteristics are needed to be successful.
A confidence in using questionnaires, surveys and other methods of data collection.
Everyday understanding of money, enterprise and marketing concepts.

Assessment and feedback

Regular in class feedback - verbal and written.
Homework quizzes to assess and review knowledge.
Topic quizzes to assess and review knowledge in the classroom.
Topic assessments to apply the content to topic specific examples.
Practice questions in lessons to prepare the terminology.
Unit assessments to assess and review knowledge from periods of study.

Resources

EDEXCEL GCSE Business (9-1) - paper and digital copies.
Calculators
Case study profiles
Practice papers

Development:

Numeracy - use of dates in enquiries, sequencing events using timelines, graphic analysis of event data.

Literacy - written enquiries, explanations of historic events using evidence,, summarising, using evidence to reinforce judgements

Spiritual, Moral, Social and Cultural - understanding of different cultures, peoples and their impact on history.

Careers - links within each unit to different careers through the case studies used.

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Curriculum overview

Year 10		
Term 1	Term 2	Term 3
<p>Content:</p> <p>Paper 1 - Investigating small businesses</p> <p><i>Topic 1.1 - Enterprise and entrepreneurship</i></p> <ul style="list-style-type: none"> • <i>Dynamic nature of business</i> • <i>Risk and reward</i> • <i>The role of business entrepreneurship</i> <p><i>Topic 1.2 - Spotting a business opportunity</i></p> <ul style="list-style-type: none"> • <i>Customer needs</i> • <i>Market research</i> • <i>Market segmentation</i> • <i>The competitive environment</i> <p><i>Topic 1.3 - Putting a business idea into practice.</i></p> <ul style="list-style-type: none"> • <i>Business aims and objectives</i> • <i>Business revenues, costs and profits</i> • <i>Cash and cash-flow</i> • <i>Sources of business finance</i> 	<p>Content:</p> <p><i>Topic 1.4 - Making the business effective</i></p> <ul style="list-style-type: none"> • <i>The options for start-up and small businesses</i> • <i>Business location</i> • <i>The marketing mix</i> • <i>Business plans</i> <p><i>Topic 1.5 Understanding external influences on business</i></p> <ul style="list-style-type: none"> • <i>Business stakeholders</i> • <i>Technology and business</i> • <i>Legislation and business</i> • <i>The economy and business</i> • <i>External influences</i> <p><i>REVISION PRACTICE</i></p> <p><i>MOCK EXAMS</i></p> <p><i>PAPER REVIEW PRACTICE</i></p>	<p>Content:</p> <p>Paper 2 - Building a business</p> <p><i>Topic 2.1 - Growing a business</i></p> <ul style="list-style-type: none"> • <i>Business growth</i> • <i>Changes in business aims and objectives</i> • <i>Business and globalisation</i> • <i>Ethics, the environment and business</i> <p><i>Topic 2.2 Making marketing decisions</i></p> <ul style="list-style-type: none"> • <i>Product</i> • <i>Price</i> • <i>Promotion</i> • <i>Place</i> • <i>Using the marketing mix to make business decisions</i>
<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Unit assessments and Term assessments</p>	<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Unit assessments and Term assessments</p>	<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Unit assessments and Term assessments</p>
<p>Independent study:</p> <p>Google Classroom slide decks</p> <p>Google Classroom content quizzes</p> <p>Google Classroom enquiry questions</p>	<p>Independent study:</p> <p>Google Classroom slide decks</p> <p>Google Classroom content quizzes</p> <p>Google Classroom enquiry questions</p>	<p>Independent study:</p> <p>Google Classroom slide decks</p> <p>Google Classroom content quizzes</p> <p>Google Classroom enquiry questions</p>

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Year 11		
Term 1	Term 2	Term 3
<p>Content</p> <p>Topic 2.3 Making operational decisions</p> <ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process <p>Topic 2.4 Making financial decisions</p> <ul style="list-style-type: none"> • Business calculations • Understanding business performance <p><i>MOCK EXAMS</i></p>	<p>Content</p> <p>Topic 2.5 Making human resource decisions</p> <ul style="list-style-type: none"> • Organisational structures • Effective recruitment • Effective training and development • Motivation <p><i>REVISION PRACTICE</i></p>	<p>Content</p> <p><i>Revision</i></p> <p>Revisions tasks online</p> <p>Revision workshops</p> <p>Practice papers and questions.</p>
<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Unit assessments and Term assessments</p>	<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Unit assessments and Term assessments</p>	<p>Assessment and feedback:</p> <p>Summative - QUDOS task, topic quizzes, questioning</p> <p>Formative - Practice questions, topic assessments, Fieldwork report, Unit assessments and Term assessments</p>
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