

# Curriculum Information Business



## Subject rationale – Why study the subject? What benefits does it bring?

We hope to foster pupils' abilities to create and use unique business ideas that provide employment and opportunity. We would wish that pupils use their learned knowledge and skills wisely so that all in society can benefit from business activity. Our aspirations for our pupils studying Business include being productive members of society and conscious consumers. Undertaking a program of study in business encourages pupils to become commercially minded and enterprising individuals and helps them to succeed in their chosen career path, be it self-employed or employed. In all business courses pupils investigate why businesses start, moving through to the issues and decisions businesses make as they grow.

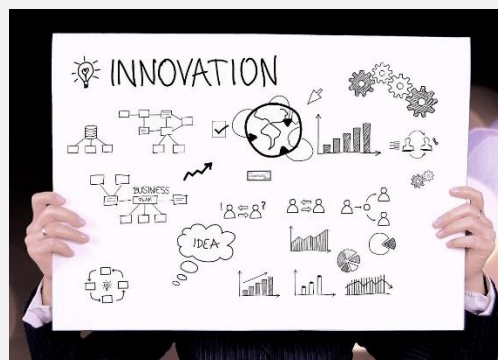


## KS4 curriculum overview

In **year 10** pupils concentrate on key business concepts, issues and skills involved in starting and running a small business. The pupils explore core concepts through the lens of an entrepreneur setting up a business. Pupils are introduced to local and national business contexts and develop an understanding of how these contexts impact business behaviour and decisions. Pupils explore businesses in local contexts, specifically small businesses operating in a single UK location and national businesses operating in more than one location or across the UK. The majority of the UK population are employees and therefore studying business gives pupils an invaluable head start in any career they may choose to follow.



In **year 11** pupils examine how a business develops beyond the start-up phase. Pupils focus on key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. Pupils will also consider the impact of the wider world on the decisions a business makes as it grows. Pupils are introduced to national and global business contexts and they develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on the themes in year 10 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.



There are two courses available at KS4: GCSE (9-1) Business and Level 1/2 Technical award in Business and Enterprise. The two courses are offered with the aim of offering the chance to study Business and achieve maximum success and enjoyment for all pupils at KS4. The Business and Enterprise course is offered to pupils who would benefit more from continuous assessment, however this is not exclusive to pupils of this profile.

All business courses equip pupils with many transferable skills including problem solving, numeracy, communication and literacy. These are the skills employers are looking for and studying business allows pupils to develop these skills in relevant contexts that one day pupils may find themselves working in.

# Curriculum Information

## Business



### Assessment overview

#### 9-1 GCSE

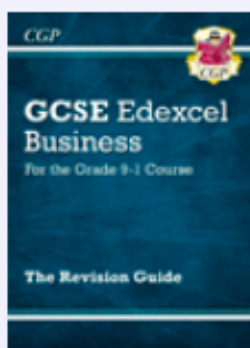
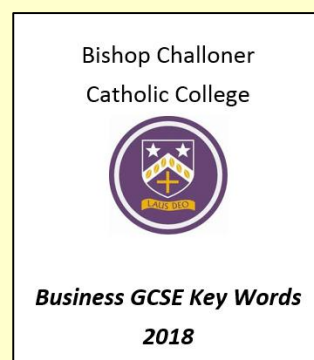
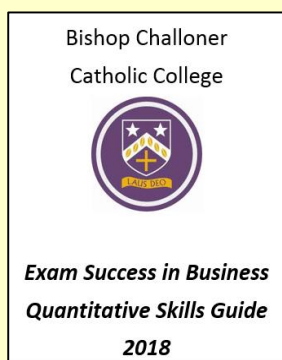
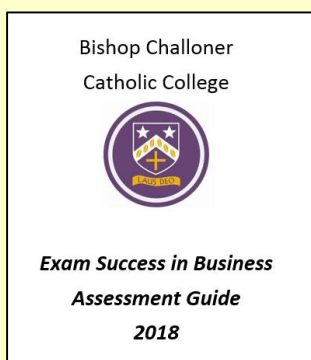
- 2 exams at the end of year 11
- Both worth 50%
- Mixture of calculations, multiple choice questions, short and long answer responses.

#### Vocational Certificate in Business and Enterprise

The qualification is more focused on a portfolio of work completed at the end of year ten and the majority of year 11 (60%). The year 10 material is assessed by an external exam in November of year 11 (40%), with a chance to improve your grade in March if need be. Grades: Pass, Merit and Distinction, Distinction\*. This is a Level 1/2 qualification, GCSE is a level 2 qualification.

### Business GCSE revision guidance

All pupils in year 11 have the following documents in their folders at school. Pupils should take these documents home and use them to revise. The first two documents are full of worked examples that show clearly the way the different types of questions should be answered. All 'command' words are included and matched to the marks available for each style of question. The key words document has all the main subject specific words included with their definitions.



In addition to the documents above pupils can purchase a revision guide priced at £2.75 (normal price £5.95) from school.

Pupils have a number of pieces of assessed work and model answers that they can use to go over their prior learning; as well as the work they have carried out in lessons. These are available for pupils take home.

If pupils have any questions with approaches to revision, topics they are having difficulty with, they are always welcome to talk to Mr Woodbridge and Miss Sadler at any time.

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## KS5 curriculum overview

The two courses at KS4 allow pupils to progress to the A Level in Business (AQA) and new from September 2020 Level 3 Cambridge Technical Extended Certificate in Business (OCR) primarily (though not exclusively) aimed at the Vocational KS4 pupils. Both KS5 courses are offered to pupils who want to take their Business learning further and provide a clear and accessible progression for pupils from KS4 to KS5 and then perhaps to university, apprenticeship or employment.

### A level Business

- 1 What is business?
- 2 Managers, leadership and decision making
- 3 Decision making to improve marketing performance
- 4 Decision making to improve operational performance
- 5 Decision making to improve financial performance
- 6 Decision making to improve human resource performance
- 7 Analysing the strategic position of a business (A-level only)
- 8 Choosing strategic direction (A-level only)
- 9 Strategic methods: how to pursue strategies (A-level only)
- 10 Managing strategic change (A-level only)

### Assessment overview

#### A level Business AQA

#### Level 3 Cambridge Technical Certificate in Business (3 Mandatory units:)

1. **The business environment (Exam: 2 hours)**  
Types of business, business objectives, structures, profit, cash flow, break even, stakeholders, external environment, business planning
2. **Working in business (Exam 1.5 hours)**  
Business systems: Confidentiality, GDPR, Health and safety, Equal opportunities, Employment. Business meetings, financial record keeping
3. **Customers and communication (Internally assessed)**  
How to attract, keep and maintain customer's satisfaction

#### 2 Optional units:

Market research (Internally assessed)

Human resources (Internally assessed)

Paper 1: Business 1	+	Paper 2: Business 2	+	Paper 3: Business 3
<b>What's assessed</b> All content above		<b>What's assessed</b> All content above		<b>What's assessed</b> All content above
<b>Assessed</b> <ul style="list-style-type: none"> <li>written exam: 2 hours</li> <li>100 marks in total</li> <li>33.3% of A-level</li> </ul>		<b>Assessed</b> <ul style="list-style-type: none"> <li>written exam: 2 hours</li> <li>100 marks in total</li> <li>33.3% of A-level</li> </ul>		<b>Assessed</b> <ul style="list-style-type: none"> <li>written exam: 2 hours</li> <li>100 marks in total</li> <li>33.3% of A-level</li> </ul>
<b>Questions</b> Three compulsory sections: <ul style="list-style-type: none"> <li>Section A has 15 multiple choice questions (MCQs) worth 15 marks.</li> <li>Section B has short answer questions worth 35 marks.</li> <li>Sections C and D have two essay questions (choice of one from two and one from two) worth 25 marks each.</li> </ul>		<b>Questions</b> Three data response compulsory questions worth approximately 33 marks each and made up of three or four part questions.		<b>Questions</b> One compulsory case study followed by approximately six questions.

# Curriculum Information

## Business



**MARKETING  
COMPETITION  
PLAN  
GOAL  
IDEAS  
VISION**

**START-UP**

### Career opportunities

Business owner/entrepreneur, Market research analysts, data analysts, marketing executives, management consultant, public and private accountancy (chartered, certified, management), business adviser in a bank or other lending institution, sales and purchase ledger, credit controller, cost accountant, banking careers, careers in business law, chamber of commerce roles, local authority planning roles, creative roles in media or art, PR roles in larger businesses, research positions with local/national government, management trainees, economists for media or large organisation/banks, managers in shops, careers in logistics, statisticians, buyers, production engineers, quality control and quality assurance roles, human resource managers and employment consultants, project managers and teachers.

### Attachments/links/ further information

- [www.tutor2u.net](http://www.tutor2u.net)
- [www.bbc.co.uk/business](http://www.bbc.co.uk/business)
- [Business GCSE syllabus](#)
  - [http://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE Business Spec 2017.pdf](http://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf)
- [Edexcel Business overview](#)
- [NCFE Level 2 NCFE Level 2 Business and Enterprise](#)
- <https://www.aqa.org.uk/subjects/business/as-and-a-level/business-7131-7132>