



CHS Curriculum Intent

SUCCESSFUL: Learners who gain deep and powerful knowledge in preparation for life; combining academic rigour, curiosity and creative flair.

CREATIVE: Learners who are imaginative, optimistic and inventive; finding their voice to become effective communicators prepared for lifelong adaptability

HAPPY: Learners who are confident, resilient, well-rounded citizens; they understand the world’s communities and are ready to discover their place in it.

CHS Curriculum Area Framework for Learning – GCSE Business – Year 11

SUBJECT	GCSE Business
INTENT	<p style="text-align: center;">“Your most unhappy customers are your greatest source of learning” Bill Gates - Founder Microsoft</p> <p>Studying Business at Chorlton High School allows learners to be exposed the various ways in a which a Business is established, run and the benefits of business on key stakeholders associated with that business sector.</p> <p>There are so many exciting aspects of business that we cover in teaching this subject, from learning about human resources and marketing and how we engage with businesses on a day to day basis. We provide students with the tools and knowledge needed to learn to appreciate the variety of Business sectors, be it small independent businesses or large corporations and understand how they operate, considering Human resources, Finance, and Business ownership as well as considering why a business is located where it is and why a business plan can make a business successful or lead to its failure .</p> <p>Students will consider the practical application of business concepts. The subject provides opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.</p> <p>We aim to inspire, to challenge and to help develop happy, creative and successful learners through our expertly planned, colourful curriculum which can lead on to further courses as A-Level, level 3 BTECs or apprenticeships.</p>

Department: Computing & Technology 2021 - 2022

Subject: Business (AQA Specification 8132)

Year Group	11
Rationale/ Narrative	<p>Following on from their course in Year 10, students will focus on 3 key units for GCSE Business in Year 11 as well as revision and preparation for their examination in the summer term.</p> <p>Unit 4 Human Resources: here students will explore how businesses will structure their organisations, the recruitment and selection of new employees and how staff are trained and motivated when they start working for a business or organization.</p>



	<p>Unit 5 Marketing: students will explore ways a business identifies and targets their customer base with advertising and other methods of promotion for their goods and services. Here students will also look at how businesses consider the needs of their customers through marketing strategies such as market research.</p> <p>Unit 6 Finance: in this unit students will look at understanding how businesses raise the finance they need to establish and expand their business. There will also be work surrounding how business use financial data to judge their performance as a company/organization.</p>					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KNOWLEDGE	<p>Unit 4: Human Resources. Students will learn information around the key topics:</p> <ul style="list-style-type: none"> • Organisational structures • Recruitment and selection of employees • Motivating employees • Training 	<p>Unit 5: Marketing. Students will learn information around the key topics:</p> <ul style="list-style-type: none"> • Identifying and understanding customers • Segmentation • The purpose and methods of marketing research 	<p>Unit 5: Marketing. Students will learn information around the key topics:</p> <ul style="list-style-type: none"> • Elements of the marketing mix • Using the marketing mix: product and pricing 	<p>Unit 6: Finance. Students will learn information around the key topics:</p> <ul style="list-style-type: none"> • Sources of finance • Cash flow • Financial terms and calculations • Analysing the financial performances of business 	<p>Revision:</p> <p>Paper 1: <i>Influences of operations and HRM on business activity</i></p> <ul style="list-style-type: none"> • Business in the real world • Influences on business • Business operations • Human resources <p>Paper 2: <i>Influences of marketing and finance on business activity</i></p> <ul style="list-style-type: none"> • Business in the real world • Influences on business • Marketing • Finance 	
SKILLS	<p>Selecting information, breaking down key information and comparative analysis. Evaluation skills Metacognitive practice. Exam techniques and Case study analysis.</p>	<p>Identifying and selecting information, breaking down key information and analysis (more specifically comparative analysis).</p>	<p>Evaluation skills, analysis and Metacognitive practice. Exam techniques and Case study analysis.</p>	<p>Selecting information, breaking down key information and comparative analysis. Evaluation skills Metacognitive practice. Exam techniques and Case study analysis.</p>	<p>Revision techniques and examination techniques. Memory recall, evaluation and analysis skills.</p>	
ASSESSMENTS	<ul style="list-style-type: none"> • Classwork Piece – tall and flat organizational structures • Classwork Piece – Training and training requirements • Case Study Question: and response (Apples organizational structure Chapter 4 Page 174) 	<ul style="list-style-type: none"> • Classwork Piece – Customer identification/market segmentation • Business insight – Hotel Chocolate (Chapter 5 Page 214) • Students will complete their college entry examinations. Paper 1 and Paper 2 will be 	<ul style="list-style-type: none"> • Classwork Piece – product life cycles/life cycle assessments • Classwork Piece – distribution and distribution levels • Case Study Question: and response (Ryanair Chapter 5 Page 250) 	<p>Students will complete their pre-public examinations. Paper 1 and Paper 2 will be assessed with student's marks recorded.</p>	<p>External Examinations will take place during the later stages of this term.</p> <p><i>Walking talking mock examination to ensure they secure examination techniques.</i></p>	



CHORLTON HIGH SCHOOL: Computing and Technology Curriculum

		assessed with student's marks recorded across school for college applications.				
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