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 9

SUBJECT	GCSE Business
INTENT	**"Your most unhappy customers are your greatest source of learning"** **Bill Gates - Founder Microsoft** 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. Three 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 . 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. 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.

Department: Computing & Technology 2021 - 2022

Subject: Business (AQA Specification 8132

Year Group	Year 9
Rationale/ Narrative	GCSE Business has been developed as a course having run through a new specification previously and exploring ways to increase demand and engagement from students. The first half terms of this academic year aims to being with an initial insight into the key concepts of business looking

at the six main business elements for the course. Business in the real world, Influences on Business, Business operations, Human Resources, Marketing, Finance.

From Autumn 2 through to the end of the Summer term students will develop their knowledge and understanding of key elements of GCSE Business by looking at the topics of Marketing, Human Resources, Finance and Business operations as this will start to develop their knowledge and understanding of the course and make links to key terminology that will support them in assessment activities. Some of these are designed to support students thinking in a more enterprising way to enable development of independent researching skills as well as group work and discussion activities trying to solve Business project brief scenarios.

Throughout Year 9 students will engage with assessment questions, a main focus of these will be 6 mark questions with a view to helping students understand the key skills of analysing and evaluating in GCSE Business.

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KNOWLEDGE	**GCSE Business Introduction: The 6 Pillars of Understanding** Students will spend the first half term looking at and exploring the 6 main areas of the GCSE Business Specification to gain insight into their future studies on the course and develop their initial understanding of key concepts. Students will look at the main principles of: • Business in the real world • Influences on Business • Business operations • Human Resources • Marketing • Finance	**Marketing products** Through project style learning students will spend this term looking at key topics surrounding Marketing with a view to completing a Marketing task for a Business that supports their foundation of knowledge for this unit. Knowledge areas will include: • Marketing Mix • Four Ps • Marketing Mix • Market Research • Segmentation • Types of Market Research • Using Market Research • Product Life Cycles • Extension Strategies • Product Portfolios • Product Development • Price	**Hiring staff & Building a team** Through project style learning students will spend this term looking at key topics surrounding Human Resources with a view to completing a Recruitment task that supports their foundation of knowledge for this unit. Knowledge areas will include: • Internal Organisational Structures • Contracts of Employment • Recruitment • Staff Training • Financial Motivation • Non-Financial Motivation	**Balancing the books (finance)** Through project style learning students will spend this term looking at key topics surrounding Human Resources with a view to completing a Recruitment task that supports their foundation of knowledge for this unit. Knowledge areas will include: • Sources of Finance – Small Firms • Sources of Finance – Established Firms • Investments • Break-Even Analysis • Cash Flow • Cash Flow Credit • Cash Flow Problems • Income Statements • Profit Margins • Statements of Financial Position • Analysis	**Business operations** Through project style learning students will spend this term looking at key topics surrounding Business Operations with a view to completing a production based task that supports their foundation of knowledge for this unit. Knowledge areas will include: Students will learn information around the key topics: • Production processes • The role of procurement	**Business operations** Through project style learning students will spend this term looking at key topics surrounding Business Operations with a view to completing a production based task that supports their foundation of knowledge for this unit. Knowledge areas will include: Students will learn information around the key topics: • The concept of quality • Good customer service

SKILLS	Knowledge, Understanding and application	Project: Knowledge, Understanding and application	Project: Knowledge, Understanding and application	Project: Knowledge, Understanding and application	Project: Knowledge, Understanding and application	Project: Knowledge, Understanding and application
	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, • Interpretation, analysis and evaluation, and the application of appropriate quantitative skills.	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, • Interpretation, analysis and evaluation, and the application of appropriate quantitative skills.	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, • Interpretation, analysis and evaluation, and the application of appropriate quantitative skills.	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, Interpretation, analysis and evaluation, and the application of appropriate quantitative skills.	• Use business terminology to identify and explain business activity • Apply business concepts to familiar and unfamiliar contexts • Develop problem solving and decision-making skills relevant to business • Investigate, analyse and evaluate business opportunities and issues • Make justified decisions using both qualitative and quantitative data including its selection, Interpretation, analysis and evaluation, and the application of appropriate quantitative skills.
ASSESSMENTS	**Key Assessment Piece:** • Classwork piece – Globalisation. Student written piece about the impact of Covid19 on gloabalisation. **Key Assessment Piece:** • Assessment Piece – Baseline assessment for Autumn1 – the 6 key topics of Business. (to be completed at the end of the Autumn 1 term).	**Key Assessment Piece:** • Classwork piece – Market Research, student written piece about the benefits of market research for the business owner/product developer • **Progress Checkpoints** will be issued to students to formally assess their knowledge and understanding in this term *(this will support the baseline assessment from Autumn 1 and form part of a memory recall activity).* **Key Assessment Piece:** • Project summary analysis (Marketing)	**Key Assessment Piece:** • Classwork piece – Staff Training, student written piece about the benefits of staff training for the business and the employee **Key Assessment Piece:** • Classwork piece, Project summary analysis (Human Resources) • **End Point assessment.** At the end of this unit of work a topic 'test' will assess their key understanding through the scheme and measure their progress in this subject.	**Key Assessment Piece:** • Classwork piece – Sources of Finance (small and established firms), student written piece about types of finance available for small and established business, with analysis & comparison. • **Progress Checkpoints** will be issued to students to formally assess their knowledge and understanding in this term *(this will support the baseline assessment from Autumn 1 and form part*	**Key Assessment Piece:** • Classwork piece – advantages and disadvantages of JIT/Lean production **Key Assessment Piece:** • Home Learning Task 2 Amazon fulfillment centers)	**Key Assessment Piece:** • Classwork piece – types of customer service (impacts) • **Progress Checkpoints** will be issued to students to formally assess their knowledge and understanding in this term. **Key Assessment Piece:** • Case Study (written response) – Sounds Alive (Chapter 3 page 152) • **End Point assessment.**

				of a memory recall activity). **Key Assessment Piece:** • **End Point assessment.** At the end of this unit of work a topic 'test' will assess their key understanding through the scheme and measure their progress in this subject.)		At the end of this unit of work a topic 'test' will assess their key understanding through the scheme and measure their progress in this subject.