



The Ridgeway School & Sixth Form College

...Inspiring Learners For Their Future

'Our shared vision is that our students, colleagues and families will be part of a **FAIR** community.'

We will support our school **Family** to **Achieve** their potential, and **Inspire** students to **Reach** the very best destinations.'



Business

Curriculum Overview

RESPECT | HONESTY | ENDEAVOUR | CREATIVITY | COMMUNITY

Year 10 Business Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<ul style="list-style-type: none"> • The dynamic nature of business • Risk and Reward • The role of business enterprise 	<ul style="list-style-type: none"> • Customer needs • Market research • Market segmentation 	<ul style="list-style-type: none"> • The competitive environment • Business aims and objectives • Business revenues, costs and profits 	<ul style="list-style-type: none"> • Cash and cash-flow • Sources of business finance • The options for start-up and small businesses 	<ul style="list-style-type: none"> • Business location • The marketing mix • Business plans • Business stakeholders 	<ul style="list-style-type: none"> • Technology and business • Legislation and business • The economy and business • External influences

Year 10 Enterprise and Marketing Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<ul style="list-style-type: none"> • <u>Market research</u> • Feedback 	<ul style="list-style-type: none"> • Sampling • <u>Market segmentation</u> • <u>Revenue, costs</u> 	<ul style="list-style-type: none"> • <u>Profit</u> • Design mix • <u>Pricing</u> 	<ul style="list-style-type: none"> • Produce, review and feedback design • Entrepreneurship • Marketing mix 	<ul style="list-style-type: none"> • Financial viability • Advertising & promotion • Product lifecycle 	<ul style="list-style-type: none"> • Draft submission and final changes • Pricing considerations • Ownership

Year 11 Business Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 11	<ul style="list-style-type: none"> Recap – The economy and business Business growth Changes in business aims and objectives Business and globalisation 	<ul style="list-style-type: none"> Ethics, the environment and business Product Price Promotion 	<ul style="list-style-type: none"> Place Using the marketing mix to make decision Business operations Working with suppliers 	<ul style="list-style-type: none"> Managing Quality The sales process Business Calculations Understanding business performance 	<ul style="list-style-type: none"> Organisational structure Effective recruitment Training and development Motivation 	Revision & Exam preparation

Year 11 Enterprise and Marketing Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 11	<ul style="list-style-type: none"> Sources of capital Support for entrepreneur 	<ul style="list-style-type: none"> Mock exam Revision for Jan exam 	<ul style="list-style-type: none"> Branding SWOT Analysis 	<ul style="list-style-type: none"> Promotional campaign Preparation for presentation 	<ul style="list-style-type: none"> Deliver pitch Peer and self-review pitch 	Revision

Sixth Form Business Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 12	<ul style="list-style-type: none"> 3.5.1 Setting financial objectives 3.5.2 Analysing financial performance 3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits 	<ul style="list-style-type: none"> 3.1.1 Understanding the nature and purpose of business 3.1.2 Understanding different business forms 3.1.3 Understanding that businesses operate within an external environment 3.2.1 Understanding management, leadership and decision making 3.2.2 Understanding management decision making 3.2.3 Understanding the role and importance of stakeholders 	<ul style="list-style-type: none"> 3.3.1 Setting marketing objectives 3.3.2 Understanding markets and customers 3.3.3 Making marketing decisions: segmentation, targeting, positioning 3.3.4 Making marketing decisions: using the marketing mix 3.4.1 Setting operational objectives 3.4.2 Analysing operational performance 	<ul style="list-style-type: none"> 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Making operational decisions to improve performance: improving quality 	<ul style="list-style-type: none"> 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains 3.6.1 Setting human resource objectives 3.6.2 Analysing human resource performance 3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow 	<ul style="list-style-type: none"> 3.6.4 Making human resource decisions: improving motivation and engagement 3.6.5 Making human resource decisions: improving employer-employee relations
Year 13	<p>3.7 Analysing the strategic position of a business</p> <p>3.8 Choosing strategic direction</p>	<p>3.7 Analysing the strategic position of a business</p> <p>3.8 Choosing strategic direction</p>	<p>3.7 Analysing the strategic position of a business</p> <p>3.9 Strategic methods: how to pursue strategies</p>	<p>3.9 Strategic methods: how to pursue strategies</p> <p>3.10 Managing strategic change</p>	Revision	

Applied Business Curriculum Overview

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 12	ABS1 Financial planning and analysis	ABS1 Financial planning and analysis	ABS1 Financial planning and analysis	ABS2 Business dynamics	ABS3 Entrepreneurial opportunities	ABS5 Developing a business proposal
	ABS2 Business dynamics	ABS2 Business dynamics	ABS2 Business dynamics	ABS3 Entrepreneurial opportunities	ABS5 Developing a business proposal	
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 13	ABS4 Managing and leading people	ABS4 Managing and leading people	ABS4 Managing and leading people	ABS8 Marketing Communications	ABS8 Marketing Communications	
	ABS5 Developing a business proposal	ABS5 Developing a business proposal	ABS5 Developing a business proposal			