

Curriculum Intent Statement for **Business**

At Chase Terrace Academy we aspire for all of our students to achieve greater things than they ever thought possible.

We pride ourselves on being a warm and welcoming school that places community at the heart of everything we do. Our ambitious curriculum is enriching and inclusive, providing challenge and breadth for all. This empowers our students to become compassionate, confident and creative individuals who are resilient, respectful and equipped with a desire to take up a fulfilling role in society and the wider world.

In Computer Science we aspire to enrich students with a varied and deep understanding of computing developments, concepts and the impact of technology on our society and environment. Students learn a diverse range of skills such as programming in a range of languages and also study the theory behind the science of computing, the Internet and the ever growing importance of our personal security and privacy. Ultimately, we aim to give students the knowledge and experience they need to study Computing to degree level, to use technology in their day to day lives or careers and to manipulate technology and tools to compliment almost any future study or job.

Year 10 Curriculum Implementation Plan (Business)

Business				
Knowledge and Skills – Students will be have studied...	Reading, Literacy and Numeracy	Formative Assessment	Summative Assessment	Link to GCSE Content
<p>1. Business activity In this section, learners explore how and why businesses start and grow.</p> <p>1.1 The role of business</p> <ul style="list-style-type: none"> Enterprise and entrepreneurship The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward <p>- spotting an opportunity, developing an idea for a business, satisfying the needs of customers</p> <p>- creativity, risk taking, determination, confidence</p> <p>1.2 Business planning</p> <ul style="list-style-type: none"> The purpose of planning business activity The role, importance and usefulness of a business plan 	<p>Reading:</p> <ul style="list-style-type: none"> Regular use of on screen sources of information Research and online reading and extracts <p>Literacy:</p> <ul style="list-style-type: none"> Extended written responses across units In depth research and referencing of sources Use of spelling and grammar tools Regular review of in class work focussed on level of written response Modelling of appropriate level of written response <p>Numeracy:</p>	<p>Regular exam questions and assessment against mark scheme criteria</p> <p>Regular opportunities to revisit previous tasks and improve based on feedback</p> <p>Verbal feedback on an individual basis</p> <p>Whole class feedback</p> <p>Extended end of unit assessment feedback</p>	<p>Three end of topic assessments</p> <p>One mock exam – Unit 1</p>	<p>1.1.1 The role of business</p> <p>1.1.2 Planning</p> <p>1.1.3 Ownership</p> <p>1.1.4 Objectives</p> <p>1.1.5 Stakeholders</p> <p>1.1.6 Growth</p> <p>1.2.1 The role of marketing</p> <p>1.2.2 Market Research</p> <p>1.2.3 Market Segmentation</p> <p>1.2.4 Marketing Mix</p> <p>1.3.1 The role of HR</p> <p>1.3.2 Organisational Structures</p> <p>1.3.3 Communication</p> <p>1.3.4 Motivation and retention</p> <p>1.3.5 Training</p> <p>1.3.6 Employment law</p>



<p>- reducing risk, helping a business to succeed</p> <p>- identifying markets, help with obtaining finance, identifying resources a business needs to operate,</p> <p>1.3 Business ownership</p> <ul style="list-style-type: none">• The features of different types of business ownership• The concept of limited liability• The suitability of differing types of ownership in different business contexts <p>- sole traders, partnerships, private and public limited companies</p> <p>- start-ups and established businesses</p> <p>1.4 Business aims and objectives</p> <ul style="list-style-type: none">• The aims and objectives of business• How and why objectives might change as businesses evolve• Why different businesses may have different objectives <p>- profit, survival, growth, providing a service, market share</p> <p>1.5 Stakeholders in business</p> <ul style="list-style-type: none">• The roles and objectives of internal and external stakeholder groups• The effect business activity has on stakeholders• The effect stakeholders have on business <p>- owners, employees, customers, suppliers, government, local community</p> <p>1.6 Business growth</p> <ul style="list-style-type: none">• Organic growth• External growth <p>- increasing output, gaining new customers, developing new products, increasing market share</p>	<ul style="list-style-type: none">• Percentage increase/decrease• Percentage change• Basic interpretation of data• Interpreting charts and graphs• Ratios			
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<p>- mergers, takeovers - including horizontal, vertical, diversification</p> <p>2. Marketing</p> <p>In this section, learners explore the purpose and role of marketing within business and how it influences business activity and the decisions businesses take.</p> <p>2.1 The role of marketing</p> <ul style="list-style-type: none">• The purpose of marketing within business - the importance to a business of identifying and understanding its customers, informing customers, increasing sales <p>2.2 Market research</p> <ul style="list-style-type: none">• The purpose of market research• Primary research methods• Secondary research sources• How appropriate different methods and sources of market research are for different business purposes• The use and interpretation of qualitative and quantitative data in market research <p>- identifying and understanding customer needs</p> <p>- questionnaires, interviews, trialling, focus groups</p> <p>- newspapers and magazines, census, websites, internal data</p> <p>2.3 Market segmentation</p> <ul style="list-style-type: none">• The use of segmentation to target customers - age, gender, income, location, lifestyle <p>2.4 The marketing mix</p> <ul style="list-style-type: none">• The 'four Ps' of the marketing mix and their importance• Product				
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<ul style="list-style-type: none">• Product - stages of the product life cycle• Pricing methods• Promotion - point of sale• Promotion - advertising• Place - distribution of products and services• How the four Ps of the marketing mix work together• The use of the marketing mix to inform and implement business decisions• Interpretation of market data<ul style="list-style-type: none">- price, product, place, promotion- design, invention, innovation- introduction, growth, maturity, decline- skimming, cost-plus, penetration, competitor, promotional- price reductions, loss leaders, competitions, free samples- social media, websites, print media, television, radio- digital and physical distribution channels- changes in demand, target market and market share, changes in product and effects of promotion <p>3. People In this section, learners explore the purpose and role of human resources within business and how it influences business activity and the decisions businesses take.</p> <p>3.1 The role of human resources</p> <ul style="list-style-type: none">• The purpose of human resources in business - identifying and meeting the human resource needs of a business <p>3.2 Organisational structures and different ways of working</p>				
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<ul style="list-style-type: none">• Different organisational structures• The terminology of organisation charts• Why businesses have different organisational structures• Ways of working<ul style="list-style-type: none">- tall, flat- span of control, chain of command, delegation, subordinates, authority- importance of effective communication, different job roles and responsibilities, different ways of working- full-time, part-time, flexible working, temporary work, working from home, working whilst mobile, self-employed <p>3.3 Communication in business</p> <ul style="list-style-type: none">• Ways of communicating in a business context• The importance of business communications• The influence of digital communication on business activity<ul style="list-style-type: none">- letter, email, text, phone, meeting/presentation, social media, website <p>3.4 Recruitment and selection</p> <ul style="list-style-type: none">• Why businesses recruit• The use of different recruitment methods to meet different business needs• Methods of selection<ul style="list-style-type: none">- replace employees who leave, business growth, skill gaps- internal methods, external methods, job description and person specification- CV, application form, letter of application, interviews, tests, group activities, references <p>3.5 Motivation and retention</p>				
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<ul style="list-style-type: none">• Financial methods of motivation• Non-financial methods of motivation• The importance of employee motivation• The importance of employee retention<ul style="list-style-type: none">- pay, bonuses, profit sharing, fringe benefits- praise, award schemes, working environment- improved employee performance, helps employee retention- already familiar with business and customers, saves time and expense of recruitment <p>3.6 Training and development</p> <ul style="list-style-type: none">• Different training methods• Why businesses train their workers• Staff development• The benefits to employees and businesses of staff development<ul style="list-style-type: none">- induction, on-the-job, off-the-job- development of the business, improve productivity, skill shortages, customer service, motivation and retention- vocational and academic qualifications, apprenticeships <p>3.7 Employment law</p> <ul style="list-style-type: none">• The impact of current legislation on recruitment and employment<ul style="list-style-type: none">- discrimination, employees' right to a contract, holidays, hours of work				
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