

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 Business we aspire to enrich students with a varied and deep understanding of key skills, such as problem solving, research, decision making, innovation, project management, planning and communication. Ultimately, we aim to give students the knowledge and experience they need to study Business to degree level, to use in their day to day lives or careers and to compliment almost any future study or job.

Curriculum Implementation Plan (Business)

Knowledge and Skills – Students will have studied...	Reading, Literacy and Numeracy	Formative Assessment	Summative Assessment
Unit 1 Exploring Business Learning aim A: Explore the features of different businesses and analyse what makes them successful A1 Features of businesses <ul style="list-style-type: none"> - Ownership & liability - Purposes - Sectors - Scope of business activities - Size - Reasons for success A2 Stakeholders and their influence <ul style="list-style-type: none"> - Stakeholders - Influence of stakeholders on the business sector A3 Effective business communications <ul style="list-style-type: none"> - Appropriate presentation and delivery of information to a given audience 	Reading: <ul style="list-style-type: none"> • Regular use of on screen sources of information • Research and online reading and extracts Literacy: <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 	Regular exam questions and assessment against mark scheme criteria Regular opportunities to revisit previous tasks and improve based on feedback Verbal feedback on an individual basis Whole class feedback Extended end of unit assessment feedback	End of topic assessments Mock coursework tasks One mock exam Year 12 One Mock exam Year 13



<p>Learning aim B: Investigate how businesses are organised</p> <p>B1 Structure and organisation</p> <ul style="list-style-type: none">- Organisation structure- Functional/operational areas <p>B2 Aims and objectives</p> <ul style="list-style-type: none">- Aims of business in different sectors- SMART objectives <p>Learning aim C: Examine the environment in which businesses operate</p> <p>C1 External environment</p> <ul style="list-style-type: none">- Political- Economic, fiscal, monetary and other government policies- Technological change- Social attitudes- Environmental factors and ethical trends- Legal environment <p>C2 Internal environment</p> <ul style="list-style-type: none">- Corporate culture.- Corporate social responsibility (CSR), ethics <p>C3 Competitive environment</p> <ul style="list-style-type: none">- Competition- Factors influencing competitive advantage- Benefits and importance of establishing and maintaining a competitive advantage <p>C4 Situational analysis</p> <ul style="list-style-type: none">- Assessment of the business environment using various techniques <p>Learning aim D: Examine business markets D1 Different market structures</p> <ul style="list-style-type: none">- Market structures- Features of different market structures	<p>Numeracy:</p> <ul style="list-style-type: none">• calculate, use and understand ratios, averages and fractions• calculate, use and understand percentages and percentage changes• construct and interpret a range of standard graphical forms• interpret index numbers• calculate cost, revenue, profit and break-even• calculate investment appraisal outcomes and interpret results• interpret values of price and income elasticity of demand• use and interpret quantitative and non-quantitative information in order to make decisions• interpret, apply and analyse information in written, graphical and numerical forms.		
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<p>D2 Relationship between demand, supply and price</p> <ul style="list-style-type: none">- Influences on demand- Influence on supply- Elasticity <p>D3 Pricing and output decisions</p> <ul style="list-style-type: none">- Impact on pricing and output decisions in different market structures.- Responses by business to pricing and output decisions of competitors in different market structures <p>Learning aim E: Investigate the role and contribution of innovation and enterprise to business success</p> <p>E1 Role of innovation and enterprise</p> <ul style="list-style-type: none">- Innovation- Enterprise <p>E2 Benefits and risks associated with innovation and enterprise</p> <ul style="list-style-type: none">- Benefits- Risks <p>Unit 2: Developing a Marketing Campaign</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p> <p>A1 The role of marketing</p> <ul style="list-style-type: none">- Principles and purposes of marketing- Marketing aims and objectives- Types of market- Market segmentation- Branding <p>A2 Influences on marketing activity</p> <ul style="list-style-type: none">- Internal influences			
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<ul style="list-style-type: none">- External influences <p>B Using information to develop the rationale for a marketing campaign</p> <p>B1 Purpose of researching information to identify the needs and wants of customers</p> <ul style="list-style-type: none">- To identify target markets.- To identify size, structure and trends in the market.- To identify competition. <p>B2 Market research methods and use</p> <ul style="list-style-type: none">- Primary research, to include survey, interview, observation, trials, focus groups.- Secondary research- Importance of validity, reliability, appropriateness, currency, cost.- Quantitative and qualitative data, when and where used.- Sufficiency and focus of the research.- Selection and extraction. <p>B3 Developing the rationale</p> <ul style="list-style-type: none">- Interpretation, analysis and use of data and other information to make valid marketing decisions.- Identification of any further sources of information that may be required.- Evaluation of the reliability and validity of the information obtained.- Product life cycle. <p>C Planning and developing a marketing campaign C1 Marketing campaign activity</p> <ul style="list-style-type: none">- Selection of appropriate marketing aims and objectives to suit business goals.- Situational analysis: SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economical, Social, Technological, Legal, Environmental).			
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<ul style="list-style-type: none">- Use of research data to determine target market.- Use of research data to conduct competitor analysis. <p>C2 Marketing mix • Product development: form and function, packaging, branding.</p> <ul style="list-style-type: none">- Pricing strategies: penetration, skimming, competitor based, cost plus.- Promotional advertising, public relations (PR). Sponsorship, use of social and other media, guerrilla marketing, personal selling, product placement, digital marketing, corporate image.- Place, distribution channels: direct to end users (mail/online/auction), retailers, wholesalers.- Extended marketing mix: people, physical environment, process <p>C3 The marketing campaign</p> <ul style="list-style-type: none">- Content of the marketing message.- Selection of an appropriate marketing mix.- Selection of appropriate media.- Allocation of the campaign budget.- Timelines for the campaign, including monitoring.- How the campaign is to be evaluated. <p>C4 Appropriateness of marketing campaign</p> <ul style="list-style-type: none">- How far the marketing activity reinforces and supports brand value. The sustainability of marketing activities.- Flexibility of the campaign to enable response to both internal and external changes.- Relevance to organisational goals.- Appropriateness to target market.- Legal and ethical considerations.			
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Unit 3: Personal and Business Finance

A Understand the importance of managing personal finance

A1 Functions and role of money The ability to handle money received, and to control money paid, is a fundamental requirement for personal and business success. This success relies on understanding what 'money' is.

- Functions of money
- Role of money is affected and influenced by a number of factors
- Planning expenditure, common principles to be considered in planning personal finances

A2 Different ways to pay

- The use of money as a payment method, advantages and disadvantages

A3 Current accounts Different types, features, advantages and disadvantages, different services offered:

- standard
- packaged, premium
- basic
- student

A4 Managing personal finance

- Suitability of different financial products and services against individual needs.
- Different types of borrowing, features, advantages and disadvantages
- Different types of saving and investment features, advantages and disadvantages
- Risks and rewards of saving versus investment.
- Different insurance products:

B Explore the personal finance sector

B1 Features of financial institutions



<p>- Types of organisations and their advantages and disadvantages</p> <p>B2 Communicating with customers</p> <ul style="list-style-type: none">- Methods of interacting with customers, advantages and disadvantages <p>B3 Consumer protection in relation to personal finance</p> <ul style="list-style-type: none">- Function, role and responsibilities of:- Financial Conduct Authority (FCA)- Financial Ombudsman Service (FOS)- Financial Services Compensation Scheme (FSCS)- legislation – consumer credit <p>B4 Information, guidance and advice</p> <ul style="list-style-type: none">- Function, role and responsibilities, advantages and disadvantages <p>C Understand the purpose of accounting C1 Purpose of accounting</p> <ul style="list-style-type: none">- Recording transactions.- Management of business (planning, monitoring and controlling).- Compliance (preventing fraud, compliance with law and regulations).- Measuring performance.- Control – assisting with the prevention of fraud, trade receivables and trade payables. <p>2 Types of income</p> <ul style="list-style-type: none">- Capital income- Revenue Income <p>3 Types of expenditure</p> <ul style="list-style-type: none">- Capital expenditure- Revenue expenditure <p>D Select and evaluate different sources of business finance</p>			
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D1 Sources of finance

- Advantages, disadvantages, short term and long term
- - Internal
- External

E Break-even and cash flow forecasts Formulas used in this topic will not be given in external assessment.

E1 Cash flow forecasts

- Inflows/receipts
- Outflow/payments
- Prepare, complete, analyse, revise and evaluate cash flow.
- Use of cash flow forecasts for planning, monitoring, control, target setting.
- Benefits and limitations of cash flow forecasts.

E2 Break-even analysis

- Costs
- Sales
- Calculation using/manipulating break-even formula (units and/or sales value), completion of break-even chart, break-even point.
- Identification of area of profit, area of loss.
- Identify and calculate margin of safety (units and value).
- Calculation of total contribution, contribution per unit benefits and limitations.
- Use of break-even for planning, monitoring, control, target setting.
- Prepare, complete, analyse, revise and evaluate break-even



<p>F Complete statements of comprehensive income and financial position and evaluate a business's performance This relates to sole traders only. Formulas used in this topic will not be given in external assessment.</p> <p>F1 Statement of comprehensive income</p> <ul style="list-style-type: none">- Purpose and use.- Completion, calculation and amendment to include gross profit (revenue, opening inventories, purchases, closing inventories, cost of goods sold), calculation of profit/loss for the year (expenses, other income).- Adjustments for depreciation (straight-line and reducing balance).- Adjustments for prepayments, accruals.- Interpretation, analysis and evaluation of statements. <p>F2 Statement of financial position</p> <ul style="list-style-type: none">- Purpose and use.- Completion, calculation and amendment of statement using vertical presentation- Adjustments for straight line (cost x%) depreciation, reducing balance (cost – depreciation to date x%).- Adjustments for prepayments, accruals.- Interpretation, analysis, and evaluation of statements. <p>F3 Measuring profitability Calculation, interpretation, analysis and evaluation</p> <p>F4 Measuring liquidity Calculation, interpretation, analysis and evaluation</p> <p>F5 Measuring efficiency Calculation, interpretation, analysis and evaluation</p> <p>F6 Limitations of ratios</p> <ul style="list-style-type: none">- Limitations of ratios when assessing business performance			
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Unit 8: Recruitment and Selection Process

Learning aim A: Examine how effective recruitment and selection contribute to business success

A1 Recruitment of staff

- Workforce planning
- Use of jobcentres and agencies, internal advertisements versus external advertisements, online recruitment and traditional methods.
- How the recruitment process links to business success.
- How a professional recruitment process leads to efficient staff integration

A2 Recruitment and selection process

- Recruitment process – the purpose of the documents for internal and external recruitment
- Selection, including assessment centres and psychometric testing, group/team activity interviews (by telephone, face-to-face, group and panel), presentations in interviews, short tests at interviews

A3 Ethical and legal considerations in the recruitment process

- Why recruitment processes have to be ethical and adhere to equal opportunities legislation; what the ethical responsibilities and the current legislation relating to equal opportunities are.
- Ethical considerations
- Current equal opportunities legislation with regard to gender, age, race, disability, minimum wage all impact on the



recruitment process; issues can arise if all current law is not adhered to in this area.

- Current right-to-work legislation, document check.

Learning aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer

B1 Job applications

- Selection of a job role for the business as above and then preparation of all the relevant documents

B2 Interviews and skills

- Communication skills required for interview situations: body language and listening skills, professional approaches, formal language, skills and attitudes of both interviewer and interviewee, role play, body language, dress, interview questions.
- Designing interview questions.
- Interview feedback form.
- Observation form.
- Reviewing applications from peer group.
- Submitting applications to peer group.
- Demonstration of a work-related competence (interviewing and being interviewed), analysis of how the activity worked, if the correct questions were asked to achieve the desired outcome, if the advertisement, job description and person specification led to the application form and covering letter being completed with the right level of information; adherence to equal opportunities legislation.
- Evaluation of documentation produced for the process: was it prepared to select



<p>the right candidate? Did the interview process forms/questions ensure the candidates demonstrated their skills effectively? Could it have been improved?</p> <p>Learning aim C: Reflect on the recruitment and selection process and your individual performance</p> <p>C1 Review and evaluation</p> <ul style="list-style-type: none">- Role-play activity.- Individual appraisal of own roles in being interviewed, interviewing and observing.- Review of communication skills.- Review of organisational ability.- Assessment of how the skills acquired support the development of employability skills <p>C2 SWOT analysis and action plan</p> <ul style="list-style-type: none">- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis on individual performance in the role-play activities.- Self-critique of the events and documentation prepared, and how it supported the activity.- Review if the process was effective and how a learner feels they may need to develop skills further to be able to conduct and participate in interviews more effectively.- Action plan to highlight how to address any weaknesses in skill set			
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