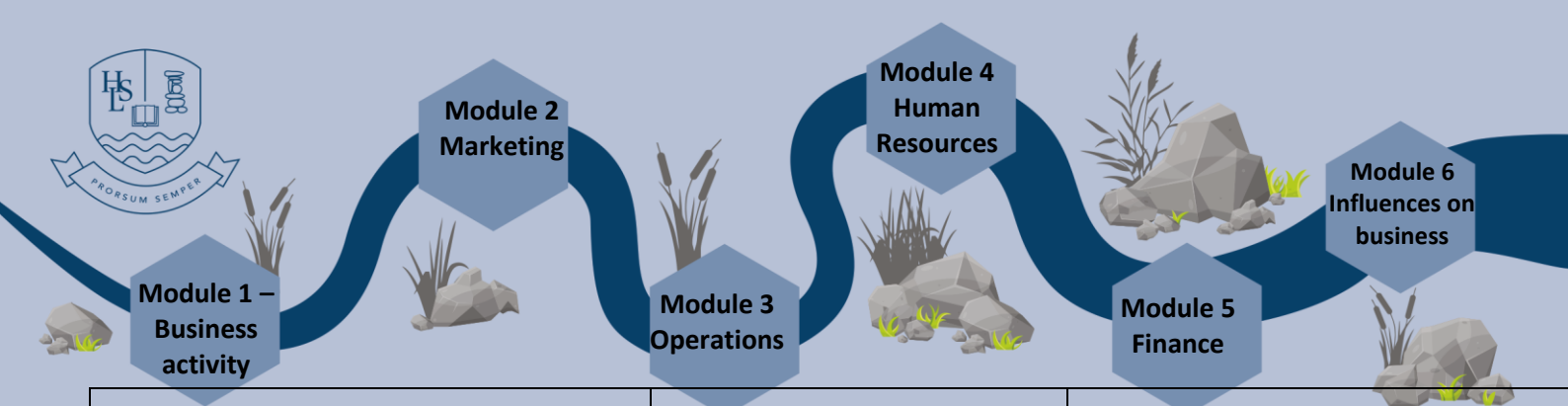


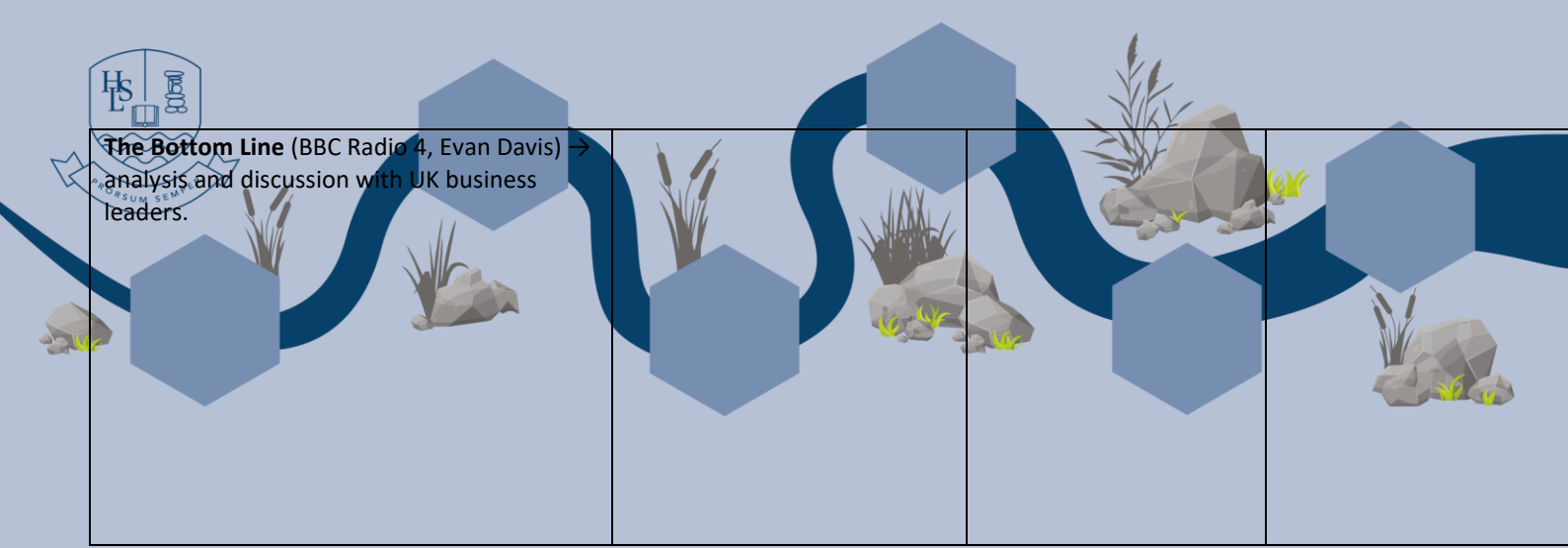
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|--|--|---|---|--|--|
| Subject: Business  |  | Year Group: 10  |   | Module: 1  |  |
| Module/Theme:  |  |   |   |  |  |
| <b>Topic Outline &amp; Aims</b><br>Students explore the purpose of business activity, the role of entrepreneurs, aims and objectives, ownership types, business planning, growth, location, and stakeholders. They analyse how businesses respond to opportunities in local, national, and global contexts.  |  |   |   |  |  |
| <b>Key Skills and Knowledge taught through this topic:</b> <ul style="list-style-type: none"><li>Nature of business activity, goods/services, private vs public sector</li><li>Enterprise and entrepreneurship, risks and rewards</li><li>Aims, objectives, and SMART targets</li><li>Stakeholders and conflicts</li><li>Business ownership: sole traders, partnerships, limited companies, co-operatives, charities</li><li>Growth (organic, mergers, takeovers, franchising)</li><li>Location and site decisions</li></ul> |  |   |   |  |  |
| <b>Prior Learning:</b>   |  | <b>Future Learning:</b> (Context)<br>A-level Business/Applied Business, Economics, Entrepreneurship courses   |   | <b>National Curriculum Links:</b><br>‘Spoken English’ section in the KS3 English National Curriculum says “improvise, rehearse and perform scripts”. |  |
| <b>RRSA Links:</b>   |  |   | <b>Assessment of Learning:</b><br>Case study analysis<br>Structured exam questions<br>Quizzes |  |  |
| <b>British Values Links:</b>   |  |   |   |  |  |
| <b>Eco Schools Links:</b><br>Sustainability in business activity and growth decisions  |  |   |   |  |  |
| <b>Reading / Enrichment:</b><br><br>The rest is money – Spotify<br><br><i>Shoe Dog</i> – Phil Knight → memoir of Nike’s founder, brilliant for entrepreneurship inspiration.<br><br><i>The World for Sale</i> – Javier Blas & Jack Farchy → looks at global commodities traders and their impact on the world economy.<br><br><b>The Bottom Line</b> (BBC Radio 4, Evan Davis) → analysis and discussion with UK business leaders.   |  | <b>Key Vocabulary:</b><br>Entrepreneur<br>Enterprise<br>Goods<br>Services<br>Stakeholder<br>Limited Liability<br>Sole Trader<br>Partnership<br>PLC<br>Franchising<br>Objectives (SMART) |   | <b>Numeracy Opportunities:</b><br>Percentages<br>Market share<br>Revenue<br>Profit changes   |  |
|  |  |   |   | <b>Career Links:</b><br>Entrepreneur<br>Business owner<br>Financial advisor  |  |



|   |  |  |   |  |  |
|---|--|--|---|--|--|
| Subject: Business   |  | Year Group: 10   |   | Module: 2  |  |
| Module/Theme: Marketing   |  |  |   |  |  |
| <b>Topic Outline &amp; Aims</b><br>Students develop an understanding of market research, customer needs, and the marketing mix (4Ps).   |  |  |   |  |  |
| <b>Key Skills and Knowledge taught through this topic:</b> <ul style="list-style-type: none"><li>Identifying and segmenting markets</li><li>Primary and secondary research (qualitative/quantitative)</li><li>Marketing mix: Product (life cycle, USP), Price (strategies), Promotion (methods, media), Place (distribution channels, e/m-commerce)</li><li>Adaptation of marketing strategies to different contexts</li></ul>    |  |  |   |  |  |
| <b>Prior Learning:</b><br>PSHE (consumer awareness)   |  | <b>Future Learning:</b> (Context)<br>A-level Business/Applied Business, Economics, Entrepreneurship courses  |   | <b>National Curriculum Links:</b><br>‘Spoken English’ section in the KS3 English National Curriculum says “improvise, rehearse and perform scripts”. |  |
| <b>RRSA Links:</b>  |  |  | <b>Assessment of Learning:</b><br>Case study analysis<br>Structured exam questions<br>Quizzes |  |  |
| <b>British Values Links:</b>  |  |  |   |  |  |
| <b>Eco Schools Links:</b><br>Sustainable marketing, ethical promotion   |  |  |   |  |  |
| <b>Reading / Enrichment:</b><br><br><u>Books</u><br>Contagious (Jonah Berger)<br>Influence (Cialdini)<br>This is Marketing (Seth Godin)<br><br>The rest is money – Spotify<br><br><i>Shoe Dog</i> – Phil Knight → memoir of Nike’s founder, brilliant for entrepreneurship inspiration.<br><br><i>The World for Sale</i> – Javier Blas & Jack Farchy → looks at global commodities traders and their impact on the world economy. |  | <b>Key Vocabulary:</b><br>Market research<br>Segmentation<br>USP<br>Branding<br>Pricing strategies<br>Promotion<br>Distribution<br>E-commerce<br>Marketing mix |   | <b>Numeracy Opportunities:</b><br>Percentages<br>Market share<br>Revenue<br>Profit changes   |  |
|   |  |  |   | <b>Career Links:</b><br>Marketing manager<br>Market researcher<br>Digital marketing executive  |  |



**The Bottom Line** (BBC Radio 4, Evan Davis) →  
analysis and discussion with UK business  
leaders.





**Module 1 –  
Business  
activity**

**Module 2  
Marketing**

**Module 3  
Operations**

**Module 4  
Human  
Resources**

**Module 5  
Finance**

**Module 6  
Influences on  
business**

|   |  |   |   |  |  |
|---|--|---|---|--|--|
| Subject: Business   |  | Year Group: 10  |   | Module: 3  |  |
| Module/Theme: Operations  |  |   |   |  |  |
| <b>Topic Outline &amp; Aims</b><br>Students investigate how businesses produce goods and services efficiently and to the right quality. Also looking a how goods are moved from producer to consumer.   |  |   |   |  |  |
| <b>Key Skills and Knowledge taught through this topic:</b> <ul style="list-style-type: none"><li>• Production methods: job, batch, flow</li><li>• Quality control and assurance</li><li>• Supply chain management (procurement, logistics, stock control, JIT)</li><li>• Sales process and customer service</li></ul> |  |   |   |  |  |
| <b>Prior Learning:</b><br>KS3 DT (production, quality), ICT (systems in operations)   |  | <b>Future Learning:</b> (Context)<br>A-level Business/Applied Business, Economics, Entrepreneurship courses             |   | <b>National Curriculum Links:</b>  |  |
| <b>RRSA Links:</b>  |  |   | <b>Assessment of Learning:</b><br>Case studies on production, supply chains, customer service scenarios |  |  |
| <b>British Values Links:</b>  |  |   |   |  |  |
| <b>Eco Schools Links:</b><br>Waste reduction, sustainable sourcing  |  |   |   |  |  |
| <b>Reading / Enrichment:</b><br><br><u>Books</u><br>Contagious (Jonah Berger)<br>Influence (Cialdini)<br>This is Marketing (Seth Godin)<br><br>The rest is money – Spotify<br><br><i>Shoe Dog</i> – Phil Knight → memoir of Nike’s founder, brilliant for entrepreneurship inspiration.                               |  | <b>Key Vocabulary:</b><br>Production<br>Quality<br>JIT<br>Logistics<br>Procurement<br>Customer Service<br>Sales Process |   | <b>Numeracy Opportunities:</b><br>Percentages<br>Market share<br>Revenue<br>Profit changes |  |
|   |  |   |   | <b>Career Links:</b><br>Production manager<br>Logistics coordinator<br>Retail manager      |  |



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**Module 1 –  
Business  
activity**

**Module 2  
Marketing**

**Module 3  
Operations**

**Module 4  
Human  
Resources**

**Module 5  
Finance**

**Module 6  
Influences on  
business**

**Subject: Business**

**Year Group: 10/11**

**Module: 4**

**Module/Theme: Human Resources**

**Topic Outline & Aims**

Students study recruitment, training, motivation, structures, and the interdependent nature of HR with other functions.

**Key Skills and Knowledge taught through this topic:**

- Recruitment process and methods
- Training (on-the-job, off-the-job, induction, retraining)
- Motivation methods (financial and non-financial)
- Organisational structures (flat, tall, chain of command, span of control)
- Communication and working practices (flexible, home working, zero hours, trade unions)
- Interdependence of business functions

**Prior Learning:**

**Future Learning: (Context)**

HR management, Employment law studies

**National Curriculum Links:**

**RRSA Links:**

**British Values Links:**

**Eco Schools Links:**

Waste reduction, sustainable sourcing

**Assessment of Learning:**

Case studies on production, supply chains, customer service scenarios

**Reading / Enrichment:**

Books

Contagious (Jonah Berger)  
Influence (Cialdini)  
This is Marketing (Seth Godin)

The rest is money – Spotify

*Shoe Dog* – Phil Knight → memoir of Nike's founder, brilliant for entrepreneurship inspiration.

**Key Vocabulary:**

Recruitment-Selection  
Induction  
Training  
Motivation  
Organisational structure  
Chain of command  
Span of control  
Communication  
Working practices

**Numeracy**

**Opportunities:**

Pay rates,  
staff turnover  
absence data

**Career Links:**

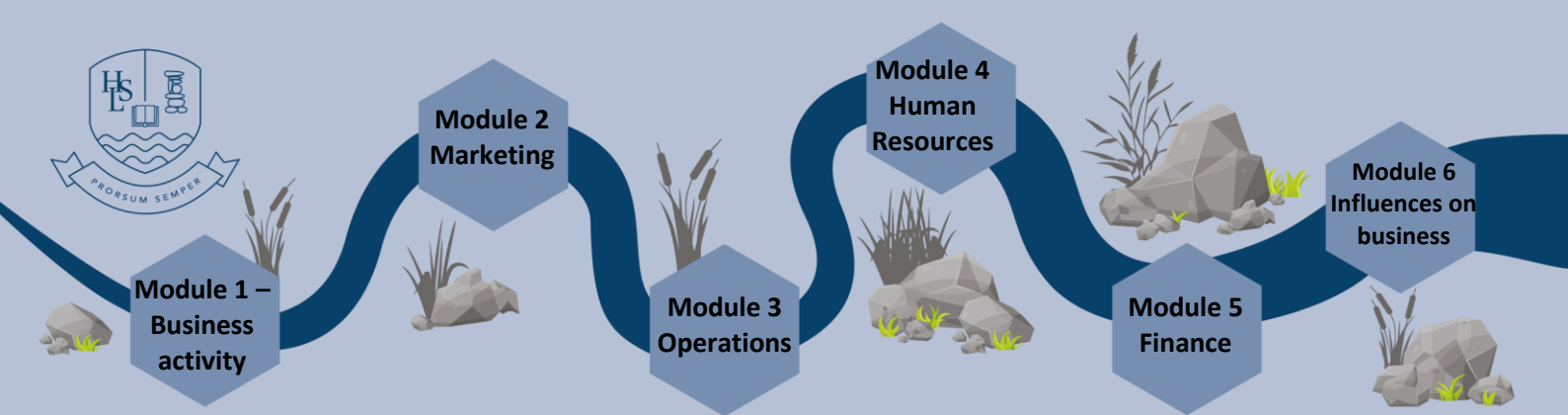
Production manager  
Logistics coordinator  
Retail manager



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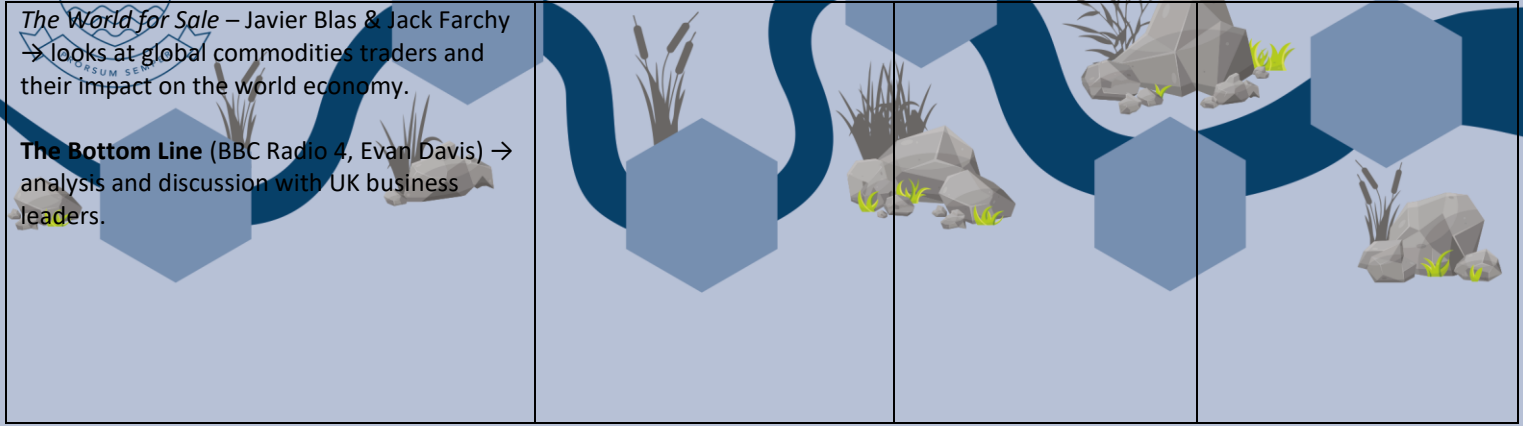
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|--|--|--|--|--|--|
| Subject: Business  |  | Year Group: 11   |  | Module: 5  |  |
| Module/Theme: Finance  |  |  |  |  |  |
| <b>Topic Outline &amp; Aims</b><br>Students learn how businesses manage money, sources of finance, and interpret financial data.   |  |  |  |  |  |
| <b>Key Skills and Knowledge taught through this topic:</b> <ul style="list-style-type: none"><li>Internal/external sources of finance</li><li>Revenue, costs, profit calculations</li><li>Break-even analysis (charts, contribution method)</li><li>Average rate of return (ARR)</li><li>Profit and loss accounts, margins (GPM, NPM)</li><li>Cash-flow forecasting and analysis</li></ul> |  |  |  |  |  |
| Prior Learning:  |  | Future Learning: (Context)<br>A-level Accounting, Finance, Economics   |  | National Curriculum Links:<br>Apply quantitative skills to business decisions                          |  |
| RRSA Links:  |  |  |  | Assessment of Learning:<br>Finance calculations<br>Interpretation tasks<br>Exam-style extended answers |  |
| British Values Links:  |  |  |  |  |  |
| Eco Schools Links:<br>Waste reduction, sustainable sourcing  |  |  |  |  |  |
| Reading / Enrichment:<br><br><u>Books</u><br>Contagious (Jonah Berger)<br>Influence (Cialdini)<br>This is Marketing (Seth Godin)<br><br>The rest is money – Spotify<br><br>Shoe Dog – Phil Knight → memoir of Nike’s founder, brilliant for entrepreneurship inspiration.  |  | Key Vocabulary:<br>Revenue, Costs, Profit, Break-even, ARR, GPM, NPM, Cash-flow, Forecast, Source of finance |  | Numeracy Opportunities:<br>Percentages, margins, ratios, forecasting, data analysis                    |  |
|  |  |  |  | Career Links:<br>Accountant, Financial analyst, Banker, Business owner                                 |  |

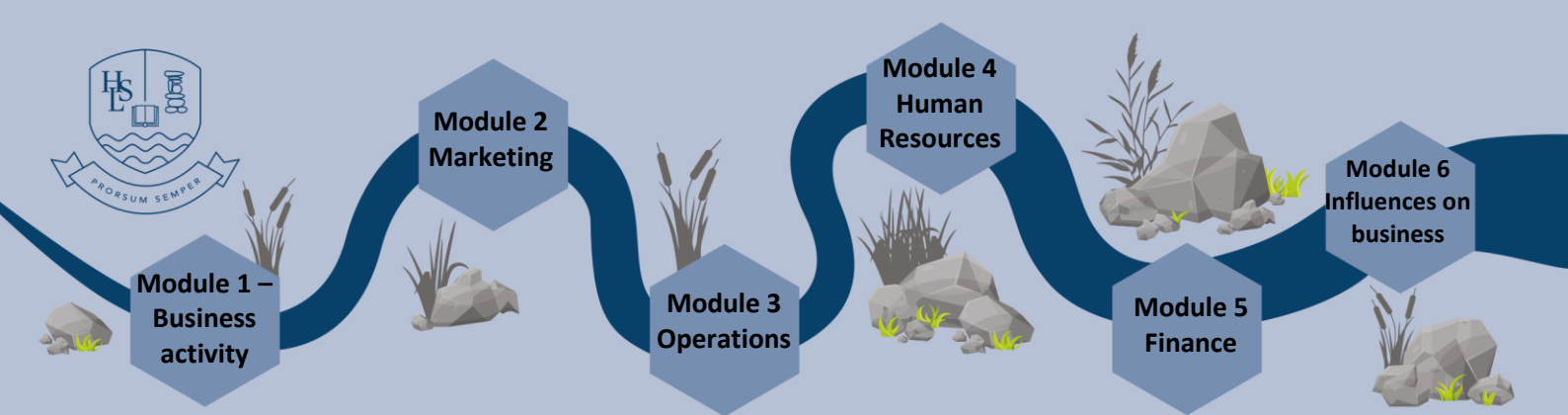




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|--|--|--|---|--|--|
| Subject: Business  |  | Year Group: 11   |   | Module: 6  |  |
| Module/Theme: Influences on Business   |  |  |   |  |  |
| <b>Topic Outline &amp; Aims</b><br>Students examine external influences: technology, ethics, environment, economy, globalisation, and legislation.   |  |  |   |  |  |
| <b>Key Skills and Knowledge taught through this topic:</b> <ul style="list-style-type: none"><li>• Technological change (CAD, CAM, e-commerce, m-commerce, social media)</li><li>• Ethical and environmental issues (CSR, sustainability, Fairtrade, climate impact)</li><li>• Economic influences (income, interest, taxation, unemployment)</li><li>• Globalisation and trade, multinationals, EU/single market</li><li>• Legal influences (employment law, consumer law, intellectual property)</li></ul> |  |  |   |  |  |
| <b>Prior Learning:</b><br>KS3 geography, ICT, citizenship (laws & ethics)  |  | <b>Future Learning:</b> (Context)<br>A-level Business & Economics, International Business  |   | <b>National Curriculum Links:</b><br>External factors affecting business decision-making |  |
| <b>RRSA Links:</b><br>Article 16 – Right to privacy<br>Article 24 – Sustainable environment  |  |  | <b>Assessment of Learning:</b><br>Data response, evaluation of external influence scenarios |  |  |
| <b>British Values Links:</b>   |  |  |   |  |  |
| <b>Eco Schools Links:</b><br>Environmental influences, sustainability in operations  |  |  |   |  |  |
| <b>Reading / Enrichment:</b><br><br><u>Books</u><br>Contagious (Jonah Berger)<br>Influence (Cialdini)<br>This is Marketing (Seth Godin)<br><br>The rest is money – Spotify<br><br><i>Shoe Dog</i> – Phil Knight → memoir of Nike’s founder, brilliant for entrepreneurship inspiration.  |  | <b>Key Vocabulary:</b><br>Ethics, CSR, Globalisation, Multinational, Legislation, Consumer Law, Employment Law, Interest Rates, Taxation, Sustainability |   | <b>Numeracy Opportunities:</b><br>Interpreting economic data, graphs, charts             |  |
|  |  |  |   | <b>Career Links:</b><br>Business analyst, Policy advisor, CSR manager                    |  |



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