

-This document contains details of how the subject is sequenced over the years of delivery. Included are assessment points and the prior learning that will be included in these assessments. It also includes where topics are revisited to maximise student retrieval and retention. Along with curriculum content, opportunities to develop links with careers are also identified in order to bring the relevance of the curriculum into the wider life context.

Curriculum Intent Statement

The Business department offers a varied curriculum providing students with lots of opportunities to develop both academically and personally. We deliver valuable academic rigour across all courses whilst providing students with opportunities to gain and enhance vital employability skills. By allowing students to actively engage in a variety of learning experiences, we hope to support all students to develop into well rounded individuals ready for the next step of their academic and career journey.

Assessment week 1 – 09.12.2024

Assessment week 2 – 31.03.2025

Term	Content	Sequencing	Assessment	Careers links & Experiences
Term X June – July (3 weeks)	Intro to Business - Why Businesses exist? Why do businesses exist? Where do business ideas come from? What is a good/service?" Introduction to Entrepreneurs "What is an Entrepreneur? Examples of an entrepreneurs Characteristics of an entrepreneur Risk and Reward"	Previous topics built on in this topic: N/A	Consolidation Assessments: No assessment	Throughout the course.
Autumn 1 Aug to Oct (7 weeks)	Introduction to Branding "What is a brand?" Examples of Branding Benefits/Drawbacks of having a brand	Previous topics built on in this topic: N/A	Formative assessment: Intro to Business - test	

	<p>The use of logos and slogans</p> <p>Marketing mix "Introduction to 4P's Product - features Price - pricing strategies with examples Place - physical / online including benefits and drawbacks Promotion - methods and suitability for different products/services</p>			
<p>Autumn 2 Oct – Dec (7 weeks)</p>	<p>3 mark question Structure of 3 mark structures and answers</p> <p>Target market "What is a target market? Examples of target markets to products Segmentation Branding project Create their own branded product / services</p> <p>Aims and objectives Definition of aims and objectives Examples of aims and objectives Financial aims and objectives Non-financial aims and objectives</p> <p>Cash "The importance of cash" Cash inflows, outflows Cash flow forecast"</p> <p>Break even "What is break even including all concepts and calculation of it Break even diagrams"</p> <p>Sources of business finance "The difference in long term and short-term finance</p>	<p>Previous topics built on in this topic:</p>	<p>Assessment week 1 – 09.12.2024</p> <p>Assessment: Finance Assessment</p> <p>Business internal assessment – content so far</p>	

	Examples of long term (3) and short term (2) finance and benefits and drawbacks"			
Spring 1 Jan -Feb (5 weeks)	Business ownership Sole trader Partnership LTD PLC Franchise Limited and unlimited liability Business Location "Factors effecting location" Impact of internet on location" Stakeholders "Definition of stakeholders Examples of stakeholders Internal stakeholders External stakeholders Conflicting interest" Technology and business "Different types of technology" -social media -payment systems -e-commerce -the use of AI -digital communication" The economy "The impact of the economy on business" -unemployment -change in income -taxes"	Previous topics built on in this topic:	Assessment: Ownership - Online quizzes / Test	

<p>Spring 2 Feb -Mar (5 weeks)</p>	<p>1 and 2 mark question</p> <p>Business and globalisation "Imports and exports with examples" Changing business locations Multinationals Competing internationally"</p> <p>Ethics and environmental issues "What are business ethics Environmental considerations Trade-offs between environmental considerations and profit"</p> <p>Business operations Job, batch and flow production and benefits and drawbacks of this to a business and customer</p>	<p>Previous topics built on in this topic:</p> <p>1 & 2 markers to cover all previous topics.</p>	<p>Assessment week 2 – 31.03.2025</p> <p>Summative assessment: OVERALL YEAR 9 Assessment (All content so far)</p>	
<p>Summer 1 Apr – Jun (10 weeks)</p>	<p>The sales process The sales process and the 6 main principles</p> <p>6 mark question Discuss and analyse</p> <p>9 mark question No conclusion to be taught. Students to master the skill of picking one option and then discussing advantages and disadvantages of their chosen option Business internal assessment</p> <p>Business project</p>	<p>Previous topics built on in this topic:</p> <p>All previous topics</p> <p>Consolidating all topics, but especially marketing.</p>	<p>Consolidation assessment: Business internal assessment</p>	