

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.

One Year Business –

Assessment week 1 – 06.10.2025

Assessment week 2 – 13.01.2026

Assessment week 3 – 23.03.2026 (In class)

Term	Content	Sequencing	Assessment	Careers links & Experiences	Vocabulary	Misconceptions
Term X June – July (3 weeks)	<p>Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas.</p> <p>Overview of assessment structure of the course.</p> <p>Topic 1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business</p> <p>Why new business ideas come about:</p> <ul style="list-style-type: none"> · Changes in technology. · Changes in what consumers want. · Products and services becoming obsolete. · How new business ideas come about: 	<p>Previous topics built on in this topic: Possibly Year 9 content – but not for all</p>	<p>Formative Assessments:</p> <p>No assessment</p>	<p>Throughout the course.</p>	<p>Small business, entrepreneur, economic sectors, sole trader, SME</p> <p>Obsolete, innovation, original idea, adaptation, dynamic market</p> <p>Risk, financial loss, independence, business failure, reward, profit</p>	<p>Thinking all small businesses are local shops or self-employed individuals; not recognising scalability.</p> <p>Believing business ideas must be entirely new (not adapted); assuming markets are stable and unchanging.</p> <p>Assuming all risks result in failure; thinking rewards come quickly</p>

	<ul style="list-style-type: none"> o Original ideas <ul style="list-style-type: none"> • Adapting existing products/services/ideas <p>1.1.2 Risk and reward The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> • Risk: business failure, financial loss, lack of security • Reward: business success, profit, independence 					without planning or effort.
<p>Autumn 1 Aug to Oct (7 weeks)</p>	<p>1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> • To produce goods or services. • To meet customer needs. • To add value: convenience, branding, quality, design, unique selling points. <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> • An entrepreneur: organises resources, makes business decisions, takes risks. <p>Topic 1.2 Spotting a business opportunity 1.2.1 Customer needs Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> • What customer needs are: price, quality, choice, convenience. <p>The importance of identifying and understanding customers: generating sales, business survival.</p> <p>1.2.2 Market research The purpose of market research:</p> <ul style="list-style-type: none"> • To identify and understand customer needs. • To identify gaps in the market. • To reduce risk. • To inform business decisions. 	<p>Previous topics built on in this topic: N/A</p>	<p>Formative assessment: Intro to Business – test Assessment Window 7/10 Unit 1.1 Test Unit 1.2 Test Mock - Week 1 – First week in October (Too early for full length Assessment – only 1.1 and 1.2)</p>		<p>Goods, services, customer needs, value, USP, entrepreneur</p> <p>Price, quality, convenience, choice, target customer</p> <p>Primary research, secondary research, qualitative, quantitative, reliable data</p>	<p>Confusing customer wants with needs; assuming all value comes from low price.</p> <p>Believing all customers value the same things; assuming customer needs are static.</p> <p>Thinking any research is useful regardless of quality; confusing primary with secondary methods.</p>

<p>Types of market research:</p> <ul style="list-style-type: none"> · Methods of primary research: survey, questionnaire, focus group, observation · Methods of secondary research: Internet, market reports, government reports · The use of qualitative and quantitative market research data <p>The role of social media in collecting market research data. The importance of the reliability of market research data.</p> <p>1.2.3 Market segmentation How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> · Identifying market segments: location, demographics, lifestyle, income, age · Market mapping to identify a gap in the market and the competition <p>1.2.4 The competitive environment Understanding the competitive environment:</p> <ul style="list-style-type: none"> · Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. <p>The impact of competition on business decision making.</p> <p>Topic 1.3 Putting a business idea into practice 1.3.1 Business aims and objectives What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> · Financial aims and objectives: survival, profit, sales, market share, financial security 				<p>Demographics, income, lifestyle, location, market map</p> <p>Competitor analysis, price, location, customer service</p> <p>Survival, profit, growth, market share, challenge, independence</p>	<p>Assuming market segmentation only applies to large businesses; misreading market maps.</p> <p>Believing no competition means guaranteed success; overlooking indirect competitors.</p> <p>Confusing aims with objectives; thinking all businesses aim for profit.</p>
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	<p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> Short-term sources: overdraft and trade credit Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding 					short vs. long-term finance.
<p>Autumn 2 Oct – Dec (7 weeks)</p>	<p>Topic 1.4 Making the business effective 1.4.1 The options for start-up and small businesses The concept of limited liability:</p> <ul style="list-style-type: none"> Limited and unlimited liability. The implications for the business owner(s) of limited and unlimited liability. <p>1.4.1 The options for start-up and small businesses Factors influencing business location:</p> <ul style="list-style-type: none"> Proximity to: market, labour, materials and competitors Nature of the business activity The impact of the internet on location decisions: e-commerce and/or fixed premises <p>1.4.3 The marketing mix What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> Price, product, promotion, place <p>1.4.3 The marketing mix How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> Balancing the marketing mix based on the competitive environment. The impact of changing consumer needs on the marketing mix. The impact of technology on the marketing mix: e-commerce, digital communication. <p>1.4.4 Business plans The role and importance of a business plan:</p>	<p>Previous topics built on in this topic:</p> <p>We bring in Paper 2 Marketing here, as it builds nicely from 1.4.</p>	<p>Assessment: Unit 1.3 Test (inc aspects of 1.1 and 1.2)</p> <p>Unit 1.4 Test (inc aspects of 1.1, 1.2 and 1.3)</p>		<p>Limited liability, unlimited liability, sole trader, partnership, private limited company Proximity, e-commerce, fixed premises, footfall, suppliers</p> <p>Price, product, promotion, place, 4Ps, marketing strategy</p> <p>Business plan, risk minimisation, finance,</p>	<p>Thinking limited liability protects personal income completely; confusing ownership types.</p> <p>Assuming all businesses benefit from central locations; ignoring online alternatives.</p> <p>Believing the marketing mix elements work in isolation; confusing 'promotion' with only advertising.</p> <p>Assuming a business plan guarantees</p>

	<ul style="list-style-type: none"> To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> The role and importance of a business plan in minimising risk and obtaining finance. 				forecast, marketing mix	success; not understanding it's a living document.
<p>Spring 1 Jan -Feb (5 weeks)</p>	<p>Topic 1.5 Understanding external influences on business</p> <p>1.5.1 Business stakeholders</p> <p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> How stakeholders are affected by business activity. How stakeholders impact business activity. Possible conflicts between stakeholder groups. <p>1.5.2 Technology and business</p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> E-commerce Social media Digital communication Payment systems <p>How technology influences business activity in terms of:</p>	<p>Previous topics built on in this topic:</p> <p>Builds upon 1.1</p>	<p>Assessment:</p> <p>Mock 2 – 2nd Week in January (Full Paper One)</p>		<p>Stakeholder, shareholder, customer, pressure group, government</p> <p>E-commerce, digital communication, payment systems, social media</p>	<p>Confusing stakeholders with shareholders; believing all stakeholders have equal influence.</p> <p>Assuming all technology reduces costs; ignoring implementation/training challenges.</p>

	<ul style="list-style-type: none"> · Sales · Costs · Marketing mix <p>1.5.3 Legislation and business The purpose of legislation:</p> <ul style="list-style-type: none"> · Principles of consumer law: quality and consumer rights · Principles of employment law: recruitment, pay, discrimination, and health and safety <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> · Cost <p>Consequences of meeting and not meeting these obligations.</p> <p>1.5.4 The economy and business The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> · Unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates <p>1.5.5 External influences</p> <p>The importance of external influences on business: introducing the idea that some factors beyond the business can impact on the business Possible responses by the business to changes in: technology, legislation, the economic climate. Enhancement activity – Theme 1 Consolidation of topic content. Exam skills/end of Theme 1 exam Consolidation of topic content and development of exam technique and skills.</p>				<p>Consumer law, employment law, discrimination, health & safety</p> <p>Inflation, interest rate, taxation, unemployment, exchange rates</p> <p>External factors, market conditions, adaptability, legislation</p>	<p>Believing laws don't affect small businesses; thinking all legal breaches result in closure.</p> <p>Confusing inflation with interest; thinking economic changes only affect large businesses.</p> <p>Believing businesses can control external factors; underestimating the need to respond.</p>
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	<p>Topic 2.1 Growing the business</p> <p>2.1.1 Business growth Methods of business growth and their impact: internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) external (inorganic) growth: merger, takeover. The types of business ownership for growing businesses: public limited company (plc). Sources of finance for growing and established businesses: internal sources: retained profit, selling assets external sources: loan capital, share capital, including stock market flotation (public limited companies).</p> <p>2.1.2 Changes in business aims and objectives Why business aims and objectives change as businesses evolve: in response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve: focus on survival or growth entering or exiting markets growing or reducing the workforce increasing or decreasing product range.</p> <p>2.1.3 Business and globalisation The impact of globalisation on businesses: imports: competition from overseas, buying from overseas exports: selling to overseas markets changing business locations How businesses compete internationally: the use of the internet and e-commerce</p>				<p>Internal growth, organic growth, innovation, R&D, market expansion, external growth, merger, takeover, PLC (public limited company), flotation Retained profit, selling assets, loan capital, share capital, stock market</p> <p>Business aims, business objectives, market conditions, legislation, internal/external factors, diversification, consolidation</p> <p>Globalisation, imports, exports, international competition, e-commerce, marketing mix adaptation, multinationals, tariffs, trade blocs</p>	<p>Believing mergers and takeovers are always successful or friendly; assuming growth automatically means success; confusing PLC with private limited companies.</p> <p>Thinking retained profit is unlimited; assuming any business can float on the stock market; overlooking the risks of selling assets as a one-off solution.</p> <p>Believing once objectives are set, they remain fixed; not understanding that growth can sometimes lead to narrower focus; assuming change is always due to failure.</p> <p>Assuming globalisation only affects large firms; confusing tariffs with taxes on all goods; thinking selling abroad is as easy as local selling without adjustments.</p>
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	<p>changing the marketing mix to compete internationally.</p> <p>multinationals. Barriers to international trade: tariffs trade blocs.</p> <p>2.1.4 Ethics, the environment and business The impact of ethical and environmental considerations on businesses: how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit the potential impact of pressure group activity on the marketing mix.</p>				<p>Ethics, ethical considerations, sustainability, carbon footprint, pressure group, greenwashing, trade-off, profit margin</p>	<p>Believing ethical decisions are always more expensive; assuming all businesses only care about profit; thinking going green always leads to higher profits; misunderstanding the role of pressure groups.</p>
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	<p>2.2.5 Using the marketing mix to make business decisions How each element of the marketing mix can influence other elements.</p> <p>Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.</p> <p>Topic 2.3 Making operational decisions 2.3.3 Managing quality The concept of quality and its importance in:</p> <ul style="list-style-type: none"> - the production of goods and the provision of services: quality control and quality assurance - allowing a business to control costs and gain a competitive advantage. <p>2.3.4 The sales process The sales process:</p> <ul style="list-style-type: none"> - product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. - The importance to businesses of providing good customer service. <p>Topic 2.4 Making financial decisions 2.4.1 Business calculations The concept and calculation of:</p> <ul style="list-style-type: none"> - gross profit - net profit. <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> - gross profit margin - net profit margin - average rate of return 				<p>Integrated marketing mix, competitive advantage</p> <p>Quality control, quality assurance, competitive advantage</p> <p>Customer service, product knowledge, after-sales support</p> <p>Gross profit, net profit, margin, average rate of return</p>	<p>Assuming one mix fits all markets; ignoring impact of changing one element.</p> <p>Believing quality is just about expensive materials; not linking to customer satisfaction.</p> <p>Underestimating impact of poor service; believing sales end at purchase.</p> <p>Confusing gross and net profit; not applying formulas correctly.</p>
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	<ul style="list-style-type: none"> - documents: person specification and job description, application form, CV - recruitment methods used to meet different business needs (internal and external recruitment). <p>2.5.3 Effective training and development How businesses train and develop employees:</p> <ul style="list-style-type: none"> - different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> - the link between training, motivation and retention - retraining to use new technology. <p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> - attracting employees, retaining employees, productivity. 				<p>Induction, formal/informal training, retention, motivation</p>	<p>Assuming training always improves performance; ignoring individual needs.</p>
<p>Summer 1 Apr – Jun (10 weeks)</p>	<p>Revision</p>	<p>Previous topics built on in this topic:</p> <p>All previous topics</p>	<p>Exam Prep</p>		<p>Retrieval, exam technique, command words, structure, past papers</p>	<p>Assuming revision = re-reading notes; ignoring question command words and timing.</p>