

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.

Two Year Business – Year One

Assessment week 1 – 07.10.2025

Assessment week 2 – 13.01.2026

Assessment week 3 – 31.03.2026 (In class)

Term	Content	Sequencing	Assessment	Careers links & Experiences	Vocabulary	Misconceptions
Term X June – July (3 weeks)	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. Overview of assessment structure of the course. Topic 1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business Why new business ideas come about:	Previous topics built on in this topic: Possibly Year 9 content – but not for all	Formative Assessments: No assessment	Throughout the course.	Small business, entrepreneur, economic sectors, sole trader, SME Obsolete, innovation, original idea, adaptation, dynamic market Risk, financial loss, independence,	Thinking all small businesses are local shops or self-employed individuals; not recognising scalability. Believing business ideas must be entirely new (not adapted); assuming markets are stable and unchanging. Assuming all risks result in failure; thinking rewards

	<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: <ul style="list-style-type: none"> 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 				business failure, reward, profit	come quickly 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</p>	<p>Previous topics built on in this topic: N/A</p>	<p>Formative assessment: Intro to Business – test</p> <p>Unit 1.1 Test</p> <p>Assessment Window 7/10</p>		Goods, services, customer needs, value, USP, entrepreneur	Confusing customer wants with needs; assuming all value comes from low price.

	<p>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</p> <p>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>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.</p> <p>The importance of the reliability of market research data.</p> <p>1.2.3 Market segmentation</p>				<p>Price, quality, convenience, choice, target customer</p> <p>Primary research, secondary research, qualitative, quantitative, reliable data</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>Assuming market segmentation only applies to large businesses; misreading market maps.</p> <p>Believing no competition means guaranteed success; overlooking indirect competitors.</p>
--	---	--	--	--	--	--

	<p>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>Demographics, income, lifestyle, location, market map</p> <p>Competitor analysis, price, location, customer service</p>	
<p>Autumn 2 Oct – Dec (7 weeks)</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>Previous topics built on in this topic:</p>	<p>Assessment: Mock - Week 1 – First week in October</p> <p>(Too early for full length Assessment – only 1.1 and 1.2)</p>		<p>Survival, profit, growth, market share, challenge, independence</p>	<p>Confusing aims with objectives; thinking all businesses aim for profit.</p>

	<ul style="list-style-type: none"> Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control <p>Why business aims and objectives differ between businesses.</p> <p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest <p>1.3.2 Business revenues, costs and profits</p> <p>Interpretation of break-even diagrams:</p> <ul style="list-style-type: none"> The impact of changes in revenue and costs Break-even level of output Margin of safety Profit and loss 				<p>Revenue, fixed cost, variable cost, total cost, break-even, profit</p>	<p>Adding fixed and variable costs incorrectly</p> <p>Thinking profit = revenue.</p> <p>Confusing profit with cash; ignoring timing of payments.</p>
<p>Spring 1 Jan -Feb (5 weeks)</p>	<p>1.3.3 Cash and cash-flow</p> <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> To pay suppliers, overheads and employees. 	<p>Previous topics built on in this topic:</p>	<p>Assessment:</p> <p>Mock 2 – 2nd Week in January</p>		<p>Cash inflow, outflow, net cash flow,</p>	<p>Confusing profit with cash; ignoring timing of payments.</p>

	<ul style="list-style-type: none"> To prevent business failure (insolvency). The difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> Cash inflows Cash outflows Net cash-flow Opening and closing balances <p>1.3.4 Sources of business finance 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 		(Possibly 1 hour paper – 1.1, 1.2 and some finance(early 1.3)		<p>opening/closing balance</p> <p>Overdraft, trade credit, venture capital, retained profit, crowd funding</p>	Thinking all sources are equally available to any business; misunderstanding short vs. long-term finance.
<p>Spring 2 Feb -Mar (5 weeks)</p>	<p>Topic 1.4 Making the business effective 1.4.1 The options for start-up and small businesses</p> <p>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</p> <p>Factors influencing business location:</p> <ul style="list-style-type: none"> Proximity to: market, labour, materials and competitors Nature of the business activity 	<p>Previous topics built on in this topic:</p> <p>1 & 2 markers to cover all previous topics.</p>	Formative assessment: 1.3 Finance Test		<p>Limited liability, unlimited liability, sole trader, partnership, private limited company</p> <p>Proximity, e-commerce, fixed premises, footfall, suppliers</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>Summer 1 Apr – Jun (10 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> <ul style="list-style-type: none"> Sales Costs Marketing mix 	<p>Previous topics built on in this topic:</p> <p>All previous topics</p> <p>Consolidating all topics, but especially marketing.</p>	<p>Theme 1 Assessment:</p> <p>Mock 3 (In classroom)</p> <p>Full Paper 1 – Theme 1 (When 1.5 is completed)</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>
---	--	---	--	--	---	--

	<p>1.5.3 Legislation and business</p> <p>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>Consumer law, employment law, discrimination, health & safety</p>	<p>Believing laws don't affect small businesses; thinking all legal breaches result in closure.</p>
--	---	--	--	--	--	---