

Our curriculum is ambitious and designed to give all students the knowledge and cultural capital they need to succeed in life.

Our curriculum is coherently planned and sequenced towards cumulatively sufficient knowledge and skills for future learning and employment. Students will develop and enhance relevant work skills that will enable them to choose the relevant career paths.

	CONTENT AND SKILLS	
TERM	YEAR 12	YEAR 13
AUTUMN TERM	Content What is Business? Sept - Dec  Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment Understanding management, leadership and decision making Understanding management decision making Understanding the role and importance of stakeholders Setting marketing objectives Understanding markets and customers Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix Setting operational objectives Making operational decisions to improve performance: increasing efficiency and productivity	Content Strategic Position/ Strategic Direction/ Strategic Methods: Sept-Dec  Analysing the external environment to assess opportunities and threats: social and technological Analysing strategic options: investment appraisal Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete Assessing a change in scale Assessing innovation Assessing internationalisation Assessing greater use of digital technology
Cultural	Build student understanding of the basics of why businesses exist and how they behave.  Understanding of business objectives and how they make key decisions that affect the business.	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.
Skills	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.



<b>Personal</b> development	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.  Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
Careers	Students are given opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others. The nature of the syllabuses means that various jobs and careers are discussed throughout the courses. This will often look at duties, pay and working conditions. Further education opportunities are discussed.	



	CONTENT AND SKILLS	
TERM	YEAR 12	YEAR 13
SPRING	Content Jan – April Operations/Finance:  Making operational decisions to improve performance: improving quality Making operational decisions to improve performance: managing inventory and supply chains Setting financial objectives Analysing financial performance Making financial decisions: sources of finance Making financial decisions: improving cash flow and profits	Content Jan - April Strategic change: Managing change Managing organisational culture Managing strategic implementation Problems with strategy and why strategies fail
Cultural capital	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.
Skills	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.
Personal Development	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.  Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
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R TERM	Content Human Resources/Strategic positioning: April – July Setting human resource objectives Analysing human resource performance Making human resource decisions: improving organisational design and managing the human resource flow  Making human resource decisions: improving motivation and engagement	Content Revision and exam practice: April –June	
SUMME	Making human resource decisions: improving motivation and engagement Making human resource decisions: improving employer-employee relations Mission statements, corporate objectives and strategy Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance Analysing the external environment to assess opportunities and threats: political and legal change Analysing the external environment to assess economic change		
Cultural	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.	
Skills	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	



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Person		Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
Careers	Students are given opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others. The nature of the syllabuses means that various jobs and careers are discussed throughout the courses. This will often look at duties, pay and working conditions. Further education opportunities are discussed.	