

Curriculum Map – Business (Vocational)



KS4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Unit 1: Business in the real world	Unit 1: Business in the real world	Unit 2: Influences on business	Unit 2: Influences on business	Unit 4: Human resources	Unit 4: Human resources

KS4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
Year 11	Unit R069: Review a business proposal	Unit R069: Review a business proposal	Unit R067: Enterprise & Marketing Concepts	Unit R067: Enterprise & Marketing Concepts	Unit R067: Enterprise & Marketing Concepts

KS5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	Component 1: Markets	Component 1: Business structure	Component 2: Marketing	Component 2: Functions	Component 2: Human resource	Component 1 Examination (May) Component 2 Examination (May)

KS5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
Year 13	Unit 4: Customers & communication	Unit 2: Working in business	Unit 2 Examination (Jan) Unit 8: Introduction to Human Resources	Unit 8: Introduction to Human Resources	Unit 8: Introduction to Human Resources

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Year 10	Unit 1: Business in the real world	Unit 1: Business in the real world	Unit 2: Influences on business	Unit 2: Influences on business	Unit 3: Human resources	Unit 3: Human resources

KS4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
Year 11	Unit R069: Review a business proposal	Unit R069: Review a business proposal	Unit R067: Enterprise & Marketing Concepts	Unit R067: Enterprise & Marketing Concepts	Unit R067: Enterprise & Marketing Concepts

KS5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	Component 1: Markets	Component 1: Business structure	Component 2: Marketing	Component 2: Functions	Component 2: Human resource	Component 1 Examination (May) Component 2 Examination (May)

KS5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
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Curriculum Overview - Business



KS4 - Vocational

Students will understand and apply the fundamental principles and concepts of Enterprise and Marketing including characteristics of successful entrepreneurs, market research, financial viability, the marketing mix and factors to consider when starting up and running an enterprise. It will develop learning and practical skills that can be applied to real-life contexts and work situations. Students will think creatively, innovatively, analytically, logically and critically. This course encourages and develops independence and confidence in using skills that would be relevant to the business and enterprise sector. Topics covered:

- Marketing and Enterprise concepts
- Design a business proposal
- Market & Pitch a Business Proposal

KS4 - GCSE

The focus of the specification is to introduce and nurture an enthusiasm for studying business in a range of contexts. Learners will appreciate how businesses operate in a dynamic and competitive environment and develop an understanding of the interdependent nature of business functions from a local to a global perspective. This course covers a broad range of business functions like starting a business, marketing, finance, human resources, and how businesses operate. It also touches on current trends like digital marketing and globalisation. This route is assessed via two written assessments at the end of the 2 year course. Topic covered:

- Business in the real world
- Influences on business
- Business operations
- Human resources
- Marketing
- Finance

NCFE

This qualification is designed for those interested in learning the fundamentals of business and starting their own ventures. It provides a solid foundation for those wanting to explore the exciting world of business and entrepreneurship. The course also incorporates a practical element, involving a project where students develop their business ideas. Topics covered:

- Entrepreneurial characteristics and skills
- Business aims and objectives (including SMART targets)
- Different business types (for-profit, non-profit)
- Marketing and promotion

Experiences

- Understanding of real-life business start-ups and the funding processes required to create a start-up business. Students will get to witness and design their own business plans, looking at the real-life applications such as investment funding and marketing. Students are given the role of a product developer and create a product that will help the company grow. They will present their findings to peers.
- Students will present their ideas in a Dragon's Den style pitch, whilst also developing an understanding of financial accounts that are associated within business.

Links to CHARACTER

- Careers – Students will understand roles and jobs that require presenting ideas and pitching such as sales, marketing etc.
- Citizenship – Students will understand more about business within their local community.
- Tolerance & Respect of others – Students will be respectful of other student's opinions when conducting class discussions and be able to provide constructive feedback through WWW & EBI Structure when conducting practice pitches to peers.



KS5 - Vocational

Our Technical qualifications in Business develops students' core skills and understanding of the requirements of the business sector. Students gain hands-on experience and have the opportunity to focus on specific topics such as human resources, marketing, accounting and business planning. Level 3 Cambridge Technicals in Business qualifications help students to achieve their potential and progress to the next stage of their lives, whether that's higher education, an apprenticeship or employment. Topics covered:

- The business environment
- Working in business
- Customers and communication
- Marketing and market research
- Introduction to human resources

KS5 – A Level

Our Key Stage 5 pupils (year 12) follow the Eduqas AS & A-Level course. This is assessed via 3 written assessments in the second year and two written assessments in the first year.

The content is as follows:

AS

Unit 1 – Business Opportunities (40%)

Unit 2 – Business Functions (60%)

A

Unit 1 – Business opportunities and functions (33.3%)

Unit 2 – Business analysis and strategy (33.3%)

Unit 3 – Business in a changing world (33.3%)