

## **Business Curriculum Intent**

The Business department offers a varied curriculum providing students with lots of opportunities to develop both academically and personally, 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.

At SCHS students studying business will develop a range of life skills including: problem solving, independent learning and communication skills whilst instilling confidence in our students to make themselves stand out in a competitive working environment. Students will take a proactive part in their studies by maintaining a good understanding of current affairs and applying this to their studies on the impact of the external environment on business.

Business Studies will also nurture their creative side in developing marketing and promotional campaigns, planning and pitching a business idea whilst also developing their financial acumen when it comes to understanding personal finance in the form of; mortgages, lending, savings and investments.

Each learner is supported to develop an understanding of specific key terms which are deep-rooted throughout schemes of learning. The business curriculum is spiralled from years 10 to 11, to ensure that learners are able to embed a deep knowledge and understanding, over-learning key concepts and terms through mastery techniques.

Learning is then sequenced throughout years 10 and 11 to build on prior learning and skills, becoming progressively challenging and ensuring that students can commit all knowledge to long term memory. All learning is underpinned with regular and thorough assessments to measure progress.

Students will also have the opportunity to partake in employment interviews and hone their CV and interview skills in order to be in a strong position to gain employment or continue into higher education. We believe that at SCHS, Business Studies is a living and breathing subject and therefore as a department we must engage with employers so that we remain pro-active in our subject area. We have successfully partnered with local businesses and are developing links with national business through virtual talks and tours.

# 2021/2022 Curriculum Plan – Business Studies & Retail Business

|        | Term | Year 10 Retail Business   | Year 11 Retail Business  | Year 10   | Year 11  |
|--------|------|---|--|---|--|
| Autumn | 1    | <b>Retail Business (LO1)</b> <ul style="list-style-type: none"> <li>Learn about forms of retail businesses</li> <li>Learn about forms of ownership for retail businesses</li> </ul> Suggest objectives of retail businesses   | Revision for <b>Unit 2</b> examination<br><b>Unit 3</b> Coursework- Undertake the examination board set assignment | <b>Unit 1 Activity</b><br>1.1 Entrepreneur<br>1.3 Business Ownership<br>1.4 Business Aims and Objectives  | <b>Influence on Business:</b> Students will learn about<br>6.1 Ethical and environmental considerations<br>6.2 The economic climate<br>6.3 Globalisation |
|        | 2    | <b>Retail Business (LO2)</b> <ul style="list-style-type: none"> <li>Learn how the UK business environment affect retail businesses</li> <li>Learn about the effect of location characteristics on retail businesses in different locations</li> </ul> Learn about the methods used by retail businesses to achieve objectives | Revision for <b>Unit 2</b> examination<br><b>Unit 3</b> Coursework- Undertake the examination board set assignment | 1.5 Stakeholders<br>1.6 Business Growth<br>1.2 Business Planning<br><b>Unit 2 Marketing</b><br>2.1 The Role of Marketing<br>2.2 Market Research | Revision U4,U5&U6<br>Practice answering exam questions<br>PPE  |
| Spring | 3    | <b>Customer Experience, Theory and</b><br>Students will<br>LO1 Study customer service standards of retail businesses  | <b>Unit 1 Coursework</b><br>Customer Experience<br>Undertake the examination board set assignment                  | 2.3 Market Segmentation<br>2.4 The Marketing Mix Product  | Activities, Case Studies and Assessments for Unit 1, Unit 2 and Unit 3   |

|                                  |          |   |   |  |  |
|----------------------------------|----------|---|---|--|--|
|                                  |          | LO2 Study how retail businesses meet the expectations of customers<br>LO3 Investigate the quality of customer experience in retail businesses |   |  |  |
|                                  | <b>4</b> | <b>Unit 1 Coursework</b><br>Customer Experience<br>Undertake the examination board set assignment   | <b>Unit 1 Coursework</b><br>Customer Experience<br>Undertake the examination board set assignment   | <b>Human Resources</b><br>Students will learn about<br>3.1 The Role of Human Resources<br>3.2 Organisational Structures<br>3.3 Communication in Business | Activities, Case Studies and Assessments for Unit 4, Unit 5 and Unit 6 |
| <b>Summer</b>                    | <b>5</b> | <b>Unit 1 Coursework</b><br>Customer Experience<br>Undertake the examination board set assignment   | <b>Exam Preparation</b>   | 3.4 Recruitment and Selection<br>3.5 Motivation and Retention<br>3.6 Training and Development  | Practice papers 1 & 2.<br>OCR practice questions specific to topics    |
|                                  | <b>6</b> | <b>Practice Examination technique</b>   |   | <b>Practice Examination technique</b>  |  |
| <b>Useful Websites and Texts</b> |          |   | <p>Google classroom (all teaching resources are stored here)<br/> <a href="http://businessed.co.uk/">http://businessed.co.uk/</a><br/> <a href="http://www.tutor2u.net/business">http://www.tutor2u.net/business</a><br/> <a href="http://www.bbc.co.uk/news/business">http://www.bbc.co.uk/news/business</a><br/> <a href="https://senecalearning.com">https://senecalearning.com</a><br/> <a href="https://quizlet.com/">https://quizlet.com/</a></p> <p>Subscribe to the following Youtube Channels: Bizconsesh, Two Teachers, Jon Blackburn</p> |  |  |