



VIA DIVERSA VITA UNA – ONE LIFE, MANY PATHS



Business curriculum map

“Creativity is allowing yourself to make mistakes. The art is knowing which ones to keep.” – Scott Adams.

Curriculum text - *The Shape of Things to Come* by H.G.Wells

Yr	Intent	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
10 GCSE Business	<p>Application of knowledge and understanding to business decision making including:</p> <ul style="list-style-type: none"> the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making how different business contexts affect business decisions the use and limitation of quantitative and qualitative data in making business decisions. <p>Draw on the knowledge and understanding to:</p> <ul style="list-style-type: none"> use business terminology to identify and explain business activity apply business concepts to familiar and unfamiliar contexts develop problem solving and decision making skills relevant to business investigate, analyse and evaluate business opportunities and issues make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills. 	Business in the Real World	Business Operations	Influences in Business	Influences in Business	Marketing	Marketing
10 CNAT Business	<p>Understand how and why customer segmentation is used and how to target a Customer market.</p> <p>Develop an understanding of how to attract and retain customers, the techniques to use when developing products and how to investigate what makes a product viable.</p>	Understand how to target a market	Understand product development	Understand different functional activities needed to support a business	Identify the customer profile for a business challenge	Be able to review whether a business proposal is viable	Be able to develop a brand identity and promotional plan to target a customer profile
11 GCSE Business	<p>Application of knowledge and understanding to business decision making including:</p> <ul style="list-style-type: none"> the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making how different business contexts affect business decisions the use and limitation of quantitative and qualitative data in making business decisions. <p>Draw on the knowledge and understanding to:</p> <ul style="list-style-type: none"> use business terminology to identify and explain business activity apply business concepts to familiar and unfamiliar contexts develop problem solving and decision making skills relevant to business investigate, analyse and evaluate business opportunities and issues make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills. 						
11 VCERT Business	<p>Application of knowledge and understanding of resources for business and enterprise planning including:</p> <ul style="list-style-type: none"> The research a business needs to carry out, how they are going to plan how resources will be used and how business growth can occur. How human resources will be used in recruitment, retention, pay and dismissal, this is to include legislation. How business and enterprise funding will be used, including using financial performance data to analyse business performance The purpose of business planning 	Understanding resources for business planning	Introduction to business and enterprise	Understanding resources for business planning	Understanding resources for business planning		
12 ALevel Business	<p>The importance of the context of business in relation to decision making</p> <ul style="list-style-type: none"> the interrelated nature of business activities and how they affect competitiveness the competitive environment and the markets in which businesses operate the influences on functional decisions and plans including ethical and environmental issues the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty how technology is changing the way decisions are made and how businesses operate and compete the impact on stakeholders of functional decisions and their response to such decisions use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages). 	What is business?	Managers, leadership and decision making	Decision making to improve marketing performance	Improving operational performance	Marketing and market research	
12 CTEC Business	<p>Application and knowledge of the business environment including;</p> <ul style="list-style-type: none"> Understanding different types of businesses and their objectives Understanding how the functional areas of businesses work together to support the activities of businesses Understand the effect that different organisational structures have on how businesses operate Be able to use financial information to check the financial health of businesses Understand the relationships between businesses and stakeholders Understand the external influences and constraints on businesses, and how businesses could respond Understand why businesses plan Be able to assess the performance of businesses to inform future business activities Understand protocols to be followed when working in business Understand factors that influence the arrangement of business meetings Be able to use business documents Be able to prioritise business tasks Understand how to communicate effectively 	Working in Business	Working in Business	The Business Environment	The Business Environment	The Business Environment	Introduction to Human Resources



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12 Finance	<p>Understand the financial capability for the medium and long term</p> <ul style="list-style-type: none"> the value and purposes of money the concept of the personal life cycle the features of different types of financial services product. the role of key stakeholders in financial services provision. the characteristics of financial products for managing money. how to manage finance in the short term and the impact of poor decision-making and unforeseen circumstances. the impact of legislation and regulations on earnings and the key features of income tax and National Insurance. an individual's financial needs through the various life stages. 	CeFS Unit 1 Purposes of money Personal life cycle payment methods Everyday banking	CeFS Unit 1 Savings products Borrowing products Providers Consumer protection	CeFS Unit 1 Budgets Unexpected events Dealing with debt Earnings	CeFS Unit 2 Needs, wants and aspirations Savings & investments Borrow products	CeFS Unit 2 Financial Planning Informed choices Unforeseen events	CeFS Unit 2 Ethics & sustainability Sources of information Making an informed choice
13 ALevel Business	<p>The importance of the context of business in relation to decision making</p> <ul style="list-style-type: none"> the interrelated nature of business activities and how they affect competitiveness the competitive environment and the markets in which businesses operate the influences on functional decisions and plans including ethical and environmental issues the factors that might determine whether a decision is successful eg the quality of data and the degree of uncertainty how technology is changing the way decisions are made and how businesses operate and compete the impact on stakeholders of functional decisions and their response to such decisions use of non-quantitative and quantitative data in decision making (including the interpretation of index numbers and calculations such as ratios and percentages). 	Analysing the strategic position of a business	Choosing strategic direction	How to pursue strategies	Managing Strategic change		
13 CTEC Business	<p>Application of knowledge and understanding of business customers and marketing functions including:</p> <ul style="list-style-type: none"> understand who customers are and their importance to businesses understand how to communicate with customers be able to establish a rapport with customers through non-verbal and verbal communication skills be able to convey messages for business purposes know the constraints and issues that affect the sharing, storing and use of information for business communication understand the role of marketing in businesses know the constraints on marketing be able to carry out market research for business opportunities be able to validate and present market research findings. 	Customers and communications	Customers and communications	Marketing & market research	Marketing & market research		
13 Finance	<p>Application and knowledge of sustainability of personal finance and the financial services systems including;</p> <ul style="list-style-type: none"> personal financial sustainability how the state can help the impact of external factors monitoring and adapting personal financial plans good debt, bad debt the impact of global events and ethics the impact of recent changes the financial system competition in the financial services sector sustainability in the financial services sector the impact of the media on the sustainability of the financial services industry external influences on financial services providers and their products the impact of change and uncertainty on financial products marketing materials and their effectiveness attracting, retaining and satisfying customers market segmentation and product development 	CeFS Unit 3 Purposes of money Personal life cycle payment methods Everyday banking	CeFS Unit 3 Savings products Borrowing products Providers Consumer protection	CeFS Unit 3 Budgets Unexpected events Dealing with debt Earnings	CeFS Unit 4 The Financial System Competition in the finance sector sustainability	CeFS Unit 4 The media External influences Change & uncertainty	CeFS Unit 4 Marketing materials Customer satisfaction Market segmentation

The national curriculum frame work for business is fully covered by the SRPA curriculum provision