

Business

Curriculum Principles

By the end of their education, a student of Business at Dixons Broadgreen will:

- Have developed independence, creativity and teamwork skills, along with empathy and tolerance of a broad range of topical issues.
- Have developed the relevant understanding and knowledge to enable their success in the world of work
- Been provided with real life business experiences in order to apply their learning in context
- Have developed an enthusiasm for business as well as the development of individual entrepreneurial skills

Our unifying 'sentence' is: "The Business department at DBA developed students with entrepreneurial spirit and the skills to thrive in senior positions in large organisations "

In order to achieve a true understanding of business, topics have been intelligently sequence based on the following rationale:

- The sequence of content aids progression and allows for the accumulation of sufficient knowledge and skills needed for future learning.
- Pupils will be introduced to a variety of brand-new topics such as marketing and business finance. As the course progresses the knowledge required to master these topics will be deepened and whereas initially students may be required to merely understand the meaning of costs and revenue, they ultimately must use this knowledge within the context of break even and profit and loss.
- Business is a completely new subject for KS4 students, which requires understanding of concepts and technical vocabulary that they have little or no previous experience of. Students are quickly introduced to these concepts by a variety of practical classroom activities and real-life experience. They are introduced to key business concepts combined with activities designed to ignite their entrepreneurial spirit. Over the course of the three terms in Y10 students will be introduced to key topics that will pervade their knowledge and understanding of business and enterprise right up until the end of KS5.
- They are introduced to types of business ownership and entrepreneurial skills. Students will consider how a business is set up and the reasons why people want to run their own business. They will also consider business-planning tools such as business plans and they will consider the importance of setting appropriate aims and objectives.
- Students will also be introduced to business finance, which provides clear cross-curricular links with maths. They will consider sources of finance, cash flow forecasting, break even, profit and loss accounts and balance sheets. This ensures that a good understanding of finance is achieved, as this will pervade learning from KS4 to KS5. Students will also consider marketing and in particular the marketing mix 4P's (Product, Place, Promotion, Price). They will investigate methods of market research before looking at each element of the marketing mix in more detail. They will also consider Human Resources and influences (internal and external) in business.

The business curriculum will address social disadvantage by addressing gaps in students' knowledge and skills:

- When designing our business & enterprise curriculum consideration has been made to the school context and the needs of students within the school. For this reason, the curriculum will be constantly reviewed to ensure that it meets the needs of current cohorts of students.
- The nature of this subject is overtly inclusive at all Key Stages. We explore a vast range of topics, styles and cultures. Students have a high level of autonomy in all lessons and all tasks can be adapted to cater for the specific interests or needs of the students. All lessons include differentiated resources and tasks to cater for the full ability range.

We fully believe Business can contribute to the personal development of students at DBA:

- We seek to promote the personal development of students at DBA by ensuring that they are provided with opportunities to develop the ability to communicate effectively. Students will demonstrate how to be an effective communicator by a variety of means such as written reports and oral business pitches and presentations.
- Students are encouraged to develop a thirst for knowledge. As a new subject for all students in KS4 and some students in KS5 the development of knowledge and understanding is essential for success. This is promoted by the practical application of core theory through coursework assignments or classroom activities.
- Students are encouraged to be reflective, and business provide ample opportunity for reflection. They are encouraged to think about their own performance in a variety of tasks or assignments and consider what went well and not so well whilst striving for continuous improvement.

At KS4 and KS4, our belief is that homework should be interleaved revision of powerful knowledge that has been modelled and taught in lessons. This knowledge is recalled and applied through a range of low stakes quizzing and practice.

Opportunities are built in to make links to the world of work to enhance the careers, advice and guidance that students are exposed to:

- Within the business & enterprise curriculum we: encourage pupils to gain opportunities to see how a real business is run and complement their learning in the classroom. Y10 pupils can be provided with the opportunity to take part in the Young Enterprise Tenner Challenge. This national competition requires pupils to set up a real business with £10 and work towards making as much profit as possible.
- Pupils will be provided with opportunities to meet with real business owners through the Founders4schools programme.
- As students' progress into KS5 they are provided with opportunities to develop employability skills and business experiences through work experience placements

A true love of Business involves learning about various cultural domains. We teach beyond the specification requirements, but do ensure students are well prepared to be successful in GCSE/IB/BTEC examinations:

Business at all levels caters for the needs of all our learners and



- Empowers students to think critically and strategically about individual and organisational behaviour
- Promotes the importance of exploring business issues from different cultural perspectives
- Provides practical experience through the work experience
- Explore the key features of different businesses
- Increase employability and entrepreneurial skills
- To embed an independent learning ethos which will prepare students for higher education or the world of work.



Edexcel Business Studies – Y10

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11	W/C 29/11	W/C 06/12
	Term 1 Inset 1 & 2									Term 2				Data 1 Planning 1
Cycle 1	Orientati on	Unit 1: Enterprise & Entrepreneurs hip Business Enterprise	Unit 1: Enterprise & Entrepreneurs hip Entrepreneurs hip	Unit 1: Enterprise & Entrepreneurs hip Risk and Reward	Unit 1: Enterprise & Entrepreneurs hip The Dynamic Nature of Business	Unit 1: Enterprise & Entrepreneurs hip The Dynamic Nature of Business	Unit 2: Spotting a business Opportuni ty Customer Needs	Unit 2: Spotting a business Opportuni ty Customer Needs	Unit 2: Spotting a business Opportunit y Market Research	Unit 2: Spotting a business Opportunity Market Research	Unit 2: Spotting a business Opportunity Market Segmentation	Unit 2: Spotting a business Opportunit y Market Segmentati on	Unit 2: Spotting a business Opportunit y The Competitiv e Environme nt	Unit 2: Spotting a business Opportunit y The Competitiv e Environme nt
		W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03	W/C 14/03	W/C 21/03
			Term 3 Inset 3 & 4							Term 4 Data 2 Planning 2				
Cycle 2		Unit 3: Putting a Business Idea in Practice Business aims and objectives	Unit 3: Putting a Business Idea in Practice Business aims and objectives	Unit 3: Putting a Business Idea in Practice Business revenue, costs and profit	Unit 3: Putting a Business Idea in Practice Business revenue, costs and profit	Unit 3: Putting a Business Idea in Practice Business revenue, costs and profit	Unit 3: Putting a Business Idea in Practice Break Even	Unit 3: Putting a Business Idea in Practice Break Even	Unit 3: Putting a Business Idea in Practice Break Even	Unit 3: Putting a Business Idea in Practice Cash and Cash flow	Unit 3: Putting a Business Idea in Practice Cash and Cash flow	Unit 3: Putting a Business Idea in Practice Cash and Cash flow	Unit 3: Putting a Business Idea in Practice Sources of Business Finance	Unit 3: Putting a Business Idea in Practice Sources of Business Finance
	Cycle	W/C 28/03	W/C 04/04	W/C 25/04	W/C 02/05	W/C 09/05	W/C 16/05	W/C 23/05	W/C 06/06	W/C 13/06	W/C 20/06	W/C 27/06	W/C 04/07	W/C 11/07

			Term 5					Term 6	Summer Exams Y7-10/12		Data 3 Planning 3		
	Unit 4: Making a business effective The options for small businesses	Unit 4: Making a business effective Business Location	Unit 4: Making a business effective Business Location	Unit 4: Making a business effective The marketing mix	Unit 4: Making a business effective The marketing mix	Unit 4: Making a business effective Business plan	Unit 4: Making a business effective The options for small businesses	Unit 5: Influences on Business Business Stakeholders	Revision/Assessment	Unit 5: Influences on Business Technology and Business	Unit 5: Influences on Business Legislation and Business	Unit 5: Influences on Business The economy and business	Unit 5: Influences on Business External Influences

Edexcel GCSE Business Studies – Y11 (2022/23)

Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11
Term 1 Inset 1 & 2									Term 2		
Orientation	Unit 6: Growing a business Business Growth	Unit 6: Growing a business Business Growth	Unit 6: Growing a business Changes in Business	Unit 6: Growing a business Changes in Business	Unit 6: Growing a business Business and globalisation	Unit 6: Growing a business Business and globalisation	Unit 6: Growing a business Ethics, the environment and business	Unit 7: Making Marketing Decisions Product	Unit 7: Making Marketing Decisions Price	Unit 7: Making Marketing Decisions Promotion	Unit 7: Making Marketing Decisions Place
	W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03
			Term 3 Inset 3 & 4							Term 4 Data 2 Planning 2	
	Unit 8: Making Operational and Financial Decisions Business Operations	Unit 8: Making Operational and Financial Decisions Business Operations	Unit 8: Making Operational and Financial Decisions Working with suppliers	Unit 8: Making Operational and Financial Decisions Managing Quality	Unit 8: Making Operational and Financial Decisions The Sales Process	Unit 8: Making Operational and Financial Decisions Business Calculations	Unit 8: Making Operational and Financial Decisions Business Calculations	Unit 8: Making Operational and Financial Decisions Understanding Performance	Unit 8: Making Operational and Financial Decisions Understanding Performance	Unit 9: Making Human Resource Decisions Organisational Structures	Unit 9: Making Human Resource Decisions Effective Recruitment
	W/C 28/03	W/C 04/04	W/C 25/04	W/C 02/05	W/C 09/05	W/C 16/05	W/C 23/05	W/C 06/06	W/C 13/06	W/C 20/06	W/C 27/06
			Term 5					Term 6	Summer Exams Y7- 10/12		Data 3 Planning 3
	Unit 9: Making	Unit 9: Making	Revision	Revision	Revision	Paper 1: Investigating	Paper 2: Building a				

Human
Resource
Decisions
Motivation

Human
Resource
Decisions
Motivation

Small
Business
(based on
2022 date)

Business
(based on
2022 date)



AQA GCSE Business – Y11 (2021/22)

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11	W/C 29/11	W/C 06/12
Cycle 1	Term 1 Inset 1 & 2									Term 2				Data 1 Planning 1
	Orientation	Unit 4: Human Resources Organisational Structures	Unit 4: Human Resources Organisational Structures	Unit 4: Human Resources Recruitment and selection of employees	Unit 4: Human Resources Recruitment and selection of employees	Unit 4: Human Resources Motivating employees	Unit 4: Human Resources Motivating employees	Unit 4: Human Resources Training	Unit 4: Human Resources Training	Unit 5: Marketing Identifying and understanding customers	Unit 5: Marketing Segmentation	Unit 5: Marketing Segmentation	Unit 5: Marketing The Purpose and methods of market research	Unit 5: Marketing The Purpose and methods of market research
		W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03	W/C 14/03	W/C 21/03
Cycle 2				Term 3 Inset 3 & 4							Term 4 Data 2 Planning 2			
		Unit 5: Marketing The elements of the marketing mix - Price	Unit 5: Marketing The elements of the marketing mix - Product	Unit 5: Marketing The elements of the marketing mix - Promotion	Unit 5: Marketing The elements of the marketing mix - Place	Unit 6: Finance Sources of finance	Unit 6: Finance Cash Flow	Unit 6: Finance Cash Flow	Unit 6: Finance Financial terms and calculations - Revenue, costs and profit	Unit 6: Finance Financial terms and calculations - Average rate of return	Unit 6: Finance Financial terms and calculations - Break even analysis (interpret charts)	Unit 6: Finance Financial terms and calculations - Financial statements - Statement of financial position Difference between assets and liabilities	Unit 6: Finance Financial terms and calculations - Financial statements - Statement of financial position	Unit 6: Finance Financial terms and calculations - Financial statements - income statement

	W/C 28/03	W/C 04/04	W/C 25/04	W/C 02/05	W/C 09/05	W/C 16/05	W/C 23/05	W/C 06/06	W/C 13/06	W/C 20/06	W/C 27/06	W/C 04/07	W/C 11/07
Cycle 3			Term 5					Term 6	Summer Exams Y7-10/12		Data 3 Planning 3		
	Unit 6: Finance Financial terms and calculations – Financial statements – income statement	Unit 6: Finance Financial terms and calculations – Gross and net profit margin	Revision	Revision	Revision	Paper 1	Revision	Revision	Paper 2				

Year 12 BTEC Business (Unit 3 – Personal & Business Finance)

Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11	W/C 29/11
Term 1 Inset 1 & 2									Term 2			
Orientation	Functions and role of money	Different ways to pay	Current Accounts	Managing personal Finance	Features of financial institutions/communicating with customers	Features of financial institutions/communicating with customers	Consumer protection and information	Consumer protection and information	The purpose of accounting - types of income	The purpose of accounting - types of expenditure	Personal Finance recap	Personal Finance recap
	W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03	W/C 14/03
			Term 3 Inset 3 & 4							Term 4 Data 2 Planning 2		
	Sources of finance	Break Even Analysis	Break Even Analysis	Break Even Analysis	Cash Flow	Cash Flow	Statement of comprehensive income (profit & loss account)	Statement of comprehensive income (profit & loss account)	Statement of financial position (balance sheets)	Statement of financial position (balance sheets)	Statement of financial position (balance sheets)	Measuring profitability – Gross and net profit margin
	W/C 28/03	W/C 04/04	W/C 25/04	W/C 02/05	W/C 09/05	W/C 16/05	W/C 23/05	W/C 06/06	W/C 13/06	W/C 20/06	W/C 27/06	W/C 04/07
			Term 5					Term 6	Summer Exams Y7-10/12		Data 3 Planning 3	
	Measuring liquidity – Current Ratio/Liquid Capital Ratio	Measuring efficiency – trade receivable days/trade payable days	Measuring efficiency – inventory turnover	Limitations of ratios	Revision	Revision	Exam					

Year 13 BTEC Business (Unit 5) Long Term Plan

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11	W/C 29/11	W/C 06/12
Cycle 1	Term 1 Inset 1 & 2									Term 2				Data 1 Planning 1
	Orientation	Introduction to importing and exporting	International trade	Market Choices	Financing International Business	Support Agencies	Globalisation	Trading Blocs	Barriers to trade	Protectionism	Assignment 1	PESTLE	Porters Five Forces	SWOT/5C Analysis
Cycle 2		W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03	W/C 14/03	W/C 21/03
				Term 3 Inset 3 & 4							Term 4 Data 2 Planning 2			
		Support Systems	Cultural Factors	Impact of Cultural Factors	Assignment 2	Strategies for International Business	Resource consideration	Assignment 3	Final unit assignment deadline					
Cycle 3		W/C 28/03	W/C 04/04	W/C 25/04	W/C 02/05	W/C 09/05	W/C 16/05	W/C 23/05	W/C 06/06	W/C 13/06	W/C 20/06	W/C 27/06	W/C 04/07	W/C 11/07
				Term 5					Term 6	Summer Exams Y7-10/12		Data 3 Planning 3		

IB Business Management – Y13

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
	W/C 30/08	W/C 06/09	W/C 13/09	W/C 20/09	W/C 27/09	W/C 04/10	W/C 11/10	W/C 18/10	W/C 01/11	W/C 08/11	W/C 15/11	W/C 22/11	W/C 29/11	W/C 06/12
	Term 1 Inset 1 & 2									Term 2				Data 1 Planning 1
Cycle 1	Orientation	Unit 2: Human Resource Management Motivation Unit 3: Business and Finance – Balance sheets	Unit 2: Human Resource Management Motivation Unit 3: Business and Finance – Balance sheets	Unit 2: Human Resource Management Motivation Unit 3: Business & Finance - Ratio analysis – Gross and net profit margin	Unit 3: Business & Finance Ratio Analysis – Current ratio/Acid Test Ratio Unit 5: Operations Management – The role of operations management	Unit 3: Business & Finance Ratio Analysis – Efficiency Ratios – ROCE HL: Stock Turnover, Debtor Days, Creditor Days, Gearing Unit 5: Operations Management – The role of operations management	Unit 3: Business & Finance SL: Ratio recap HL: Budgets Unit 5: Operations Management – Cellular manufacturing Production Methods (Job, Batch, Mass) Comparison of methods	Internal Assessment Unit 5: Operations Management – Changing production method What is the most appropriate method of production for a given situation?	Internal Assessment Unit 5: Operations Management – Location of production	Internal Assessment – internal deadline Unit 5: Operations Management – Location of production	Unit 1: Business Organisation and environment (revisited due to Covid lockdown) What is a business? Business functions: Production/Operations Marketing Finance Human Resources Unit 5: Operations Management – Location: Factors in locating a business	Unit 1: Business Organisation and environment Types of Business organisation Unit 5: Operations Management – Location – Outsourcing	Unit 1: Business Organisation and environment Organisational Objectives Unit 5: Operations Management – Location – Outsourcing	Unit 1: Business Organisation and environment Stakeholders
		W/C 13/12	W/C 20/12	W/C 03/01	W/C 10/01	W/C 17/01	W/C 24/01	W/C 30/01	W/C 07/02	W/C 14/02	W/C 28/02	W/C 07/03	W/C 14/03	W/C 21/03
Cycle 2			Term 3 Inset 3 & 4								Term 4 Data 2 Planning 2			
		Unit 1: Business Organisation	Unit 1: Business Organisation	Unit 1: Business Organisation	Unit 1: Business Organisation and environment	Unit 1: Business Organisation	Unit 1: Business Organisation	Unit 1: Business Organisation	Unit 1: Business Organisation	Paper 1 case study	Paper 1 case study preparation	Paper 1 case study	Paper 1 case study preparation	Paper 1 case study

