

Department: Voc Ed & Computing (Business)

What is the **intent statement** for you subject? What does the **discipline offer** young people? What is the subject's **purpose**? This should be a short, snappy statement.



The Business Studies curriculum at TCS is designed to enable students to develop an enquiring mind, a critical approach to their work, and an independence that supports developing an analytical and enquiring mind. These traits are essential for success in the modern world and are achieved through the exploration of business theory and its application to real examples. Business studies gives students the opportunity to not only understand how the industry works but provides an understanding of how wider economic activity impacts their day-to-day life and the practical skills needed to stay financially solvent in adult life

What are the **core aims** of the curriculum? What **key knowledge** do you want students to have at the end of their learning journey?

EXCELLENCE IN LEARNING; COLLABORATION; CURRICULUMS; COMMUNITY.

Year 10	<b>Core Aims:</b>	
	Year 10 business concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. Throughout this year learners will develop an understanding of a number of business concepts testing the validity of those concepts against real-world business examples, utilising the information given to develop informed and balanced discussions demonstrating the depth and understanding of business	
	<b>Key knowledge:</b>	<b>Key skills:</b>
	<p>Understand what a business is and the reasons for starting a business</p> <p>Understand the difference between goods and services, needs and wants and how business attempts to influence and meet consumer needs.</p> <p>To recognise the term enterprise and entrepreneur and be able to outline and identify the different characteristics of each using real-world examples</p> <p>To Explore the differences between different forms of ownership and the pros and cons of each in relation to the operations and functional needs of the business</p> <p>The importance of setting business aims and objectives and their use in establishing business success.</p> <p>Identify the role of different stakeholder groups in a business and be able to assess their impact on business success.</p>	<p>To be able to recall key business concepts and terms.</p> <p>Apply the knowledge gained in lessons in order to assess real-world business examples.</p> <p>To be able to relate the conclusions drawn about business situations to a variety of potential solutions highlight potential possible business actions</p> <p>To be able to critically evaluate the implications of business actions and make reasoned judgments as to the effectiveness of those actions in meeting intended outcomes</p>

	<p>Consider why and how a business can expand, the importance of planning for expansion, and the associated risks and benefits of growing a business.</p> <p>Understand the Marketing mix (Price, Product, Place, Promotion) and how each of the elements are interrelated. To be able to apply the marketing mix model to a variety of real-world products and promotional campaigns</p> <p>Understand the legal frameworks in which business operates in regard to the principles of consumer and employment law</p> <p>Understand and apply knowledge of the external factors that affect a business through situational analyses of Political, Economic, Social, Technological, Legal and Environmental influences</p>	
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Year 11	<b>Core aims:</b>	
	<p>In year 11 students examine how a business develops beyond the start-up phase. It focuses on the key business concepts, issues, and decisions used to grow a business, with emphasis on the practice of large organisations in aspects of marketing, operations, finance, and human resources. Students develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing, and human resources, as well as the relationship between the business and the environment in which it operates.</p>	
	<b>Key knowledge:</b>	<b>Key skills:</b>
	<p>To understand how businesses grow in regard to new outlets, markets and product diversification and how growth can be funded</p> <p>Understand the impact of globalisation on business in regard to operations, competition and wider global economics</p> <p>Develop an insight into key operational decisions affecting business from production methods to supply chain and quality control</p> <p>To be able to generate and analyse financial data that could be used to inform business operations</p>	<p>To utilise knowledge gained in the context of smaller enterprises covered in year 10 to underpin the new learning gained within the context of scaling up to national and international business entities.</p> <p>To be able to recall key business concepts and terms.</p> <p>Apply knowledge covered to be able to and assess real world business examples. This application will consider the differences micro/small business and large business enterprises</p> <p>To be able to relate the conclusions drawn about business situations to</p>

	<p>To develop an awareness of the human resource function of a business in regard to organisational structure, recruitment, training and retention practices and ultimately the impact of effective recruitment on business success</p>	<p>highlight potential possible business actions</p> <p>To be able to critically evaluate the implications of business actions and make reasoned judgments as to the effectiveness of those actions in meeting intended outcomes</p>
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Year 12	<p><b>Core aims:</b></p>	
	<p>The year 12 and 13 BTEC Business course allows for progression for learners that have completed a business qualification at level 2 while also providing a new learning experience for students interested in learning about business that have not completed a program of study at Level 2.</p> <p>In year 12 students will gain an overview of the key ingredients for business success, in relation to structure and the environment in which they operate, how this shapes their activities, and how it impacts on their success. Students will also develop an understanding of the complex nature of marketing and promotion in ensuring a product's success, using marketing tools to understand the interrelationship between different aspects of the marketing mix. They will use given market research data and other information and employ the knowledge gained throughout the year to make recommendations about the type of marketing campaign that a business should undertake.</p>	
	<p><b>Key knowledge:</b></p>	<p><b>Key skills:</b></p>
	<p>Understand key features of different businesses and what makes them successful</p> <p>Understand key stakeholder groups in a business and assess their influence on business activity and success in relation to 2 real world contrasting business organisations</p> <p>The differing structures of business and how the market place and external environment influence aims and objectives</p> <p>Understand the interrelationships between supply and demand, the internal, external and competitive environments</p> <p>Understand the role of innovation and enterprise and its contribution to a business's success, acknowledging the risks and benefits of innovation.</p> <p>Understand the role of marketing in generating consumer demand and how a business will establish differing</p>	<p>Explain the features of two contrasting businesses.</p> <p>Assess the relationship and communication with stakeholders of two contrasting businesses using independent research</p> <p>Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives.</p> <p>Evaluate the extent to which the business environment affects a given business, using a variety of situational analysis techniques.</p> <p>Evaluate how changes in the market have impacted on a given business and how this business may react to future changes.</p> <p>Justify the use of innovation and enterprise for a business in relation to its changing market and environment.</p> <p>Demonstrate knowledge and understanding of marketing principles,</p>

	<p>marketing aims depending on its place in the market and its products.</p> <p>Understand how businesses use information in order to develop effective marketing campaigns such as primary and secondary market data Including critiquing sources of information to ensure data is valid</p> <p>Exploring the extended marketing mix and utilising the mix to inform a cohesive marketing campaign, appropriate to business need.</p>	<p>concepts, processes, key terms, data sources and definitions</p> <p>Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns</p> <p>Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances</p> <p>Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments</p>
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Year 13	<b>Core aims:</b>	
	<p>In year 13 students develop an understanding of the financial decisions they will need to take throughout their life and how risk can affect them and their choices. They will also be introduced to core business financial documentation and will use that information to provide a balanced assessment of a variety of business financial situations and provide advice and guidance using knowledge gained.</p> <p>Students will also go on to learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. They will explore the various selection tools and the enhanced use of technology in this area. This gives students a foundation for progression to employment, for example in a human resources role, or to higher education. Through undertaking recruitment activities students develop the skills needed in an interview situation and have an opportunity to review individual performance and analyse their skills for development.</p>	
	<b>Key knowledge:</b>	<b>Key skills:</b>
<p>Understand the importance of managing personal finance and how attitudes to spending and saving are influenced by different social, economic and environmental factors.</p> <p>Understand the implications for poor management of personal finances such as impact on credit score, solvency and mental health</p> <p>Understand the different financial products available, e.g bank accounts, loans, insurance and the consumer protection available should an issue occur.</p>	<p>Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories.</p> <p>Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios</p> <p>Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context</p> <p>Evaluate how financial information and data can be used, and interrelate, in</p>	

	<p>Identify different types of business income and expenditure and the need for effective accounting in order to assess financial liquidity.</p> <p>To have the knowledge to be able to complete key business documents and analyse the outcomes in order to assess a business' financial performance.</p> <p>Understand the reasons why a business recruits and key steps in the recruitment process and the ethical and legal issues surrounding fair and safe recruitment.</p> <p>Apply knowledge of the recruitment and selection process in order to create an effective recruitment and selection process including documents that comply with HR legislation</p> <p>Develop knowledge of the skills and attributes required by employers and how they can be demonstrated in a practical interview scenario</p> <p>To critically evaluate own performance in interview using performance data and feedback in order to develop a personal development plan.</p>	<p>order to justify conclusions related to business and personal finance</p> <p>Examine how effective recruitment and selection contribute to business success.</p> <p>Undertake a recruitment activity to demonstrate the processes leading to a successful job offer.</p> <p>Reflect on the recruitment and selection process and your individual performance.</p>
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