

Mastery:

Knowledge of business concepts
 Analysis of business activity
 Application of knowledge and skills in written communication
 Evaluation of key business theories and business strategies

Sandbach School Business Curriculum:

Y11 Business Curriculum Sequence

Intent: Students will be developed into independent thinkers applying their business knowledge to familiar and unfamiliar contexts, through investigating and analysing real business opportunities and issues to construct well argued, well evidenced, balanced and structured arguments demonstrating their knowledge from the GCSE course. The students will also develop and apply quantitative skills relevant to business, including using and interpreting data.

<p align="center"><u>Term 1</u></p> <p align="center">2.1.4 - Business, ethics and sustainability</p> <p align="center">2.2 - Marketing Decisions</p> <p align="center">2.3.4 - Making Operational Decisions</p>	<p align="center"><u>Term 2</u></p> <p align="center">2.4 - Making financial decisions</p> <p align="center">2.5.1. Organisational structures</p> <p align="center">2.5.2 - Recruitment</p>	<p align="center"><u>Term 3</u></p> <p align="center">2.5.3 - Effective training and development</p> <p align="center">2.5.4 - Motivation</p>
<p>Why start here? These topics build on the knowledge and skills that they have acquired and practised in year 10, with a particular focus on how customers are targeted within a market and how businesses tailor their goods and services to appeal to these customers. The pupils will be building on their knowledge of these topics whilst also learning to apply their analytical and evaluative skills in a broader fashion. After learning about globalisation in the previous unit, the pupils will be studying how business actions can impact the global market and how they can operate in a sustainable and ethical manner so as to maximise their positive impact on society.</p>	<p>Why move onto these units? The pupils will have a strong understanding of the reasoning behind the creation of goods and services, and the "making financial decisions" module allows them to see how a business will operate on a broader basis. After they learn about the financial implications, the pupils will move onto the organisational structures and how best the business can set up so that it is most efficient. They will study how a business can organise itself so that goods and services are being created and provided in the most effective manner. Once the business has established the preferred structure, they must look at how they attract and obtain the right personnel align with the business culture and values.</p>	<p>Why move onto these units? After learning about the various recruitment processes that can be utilised to hire the appropriate personnel, the students will then look at how these staff can be trained so that they are operating at optimal productivity within their given role. Following on from recruitment and training, the pupils will work on employee retention in the form of motivational factors and strategies that can enhance the culture of the business so that productivity is augmented and staff turnover is minimised.</p>
<p>Spec links: 1.2.1 - customer needs 1.2.3 - market segmentation 1.4.2 - Business location 1.4.3 - the marketing mix 1.5.2 - Technology and business</p>	<p>Spec links: 1.3.2 - Business revenues and costs 1.3.3 - cash and cash flow 1.3.4 - sources of finance 1.5.3 - legislation and business 1.4.1 - options for start-up and small businesses</p>	<p>Spec links: 1.5.1 - Business stakeholders 1.4.1 - options for start-up and small businesses</p>
<p>Teaching these topics here supports: Creativity Corporate Social Responsibility Global awareness A-level topic (Theme 4 - MNCs, 1.3.1 - design mix, 1.3 - marketing mix, 1.3.3 - pricing, 2.4 - production methods, quality) 2.4 - making financial decisions</p>	<p>Teaching these topics here supports: Management of finances 2.5.4 - motivating new recruits A-level topics (1.4 - HR, 2.1-2.3 Cash Flow)</p>	<p>Teaching these topics here supports: A-level topics (1.4 - HR, Globalisation, 2.5 - inflation, taxation) Self-development Career aspirations</p>
<p>These topics feed from: 2.1.3 - Globalisation 1.2.1 - customer needs 1.2.3 - market segmentation 1.4.2 - Business location 1.4.3 - the marketing mix 1.5.2 - Technology and business</p>	<p>These topics feed from: 2.2 - Marketing decisions 1.3.2 - Business revenues and costs 1.3.3 - cash and cash flow 1.3.4 - sources of finance 1.5.3 - legislation and business 1.4.1 - options for start-up and small businesses 2.3.4 - Making Operational Decisions</p>	<p>These topics feed from: 2.5.1 - Organisational structures 2.5.2 - Recruitment 2.5.3 - Effective training and development 2.5.4 - Motivation</p>