



Business, Economics & Accounting

Business

Program of Study: Key stage 4 to Key stage 5

Key Concepts

Employability	Adaptability	Problem solving	Entrepreneurship	Money management
Employability and transferable skills are important elements of the specification. All topics pretty much lend themselves to this concept - from Marketing to Operations and Finance,	Organisations need to be able to adapt and evolve as the needs and characteristics of the market (customers) change	A key business concept – we look at several ways in which businesses try and solve problems and mechanisms they use to reduce the impact of them e.g. contingency planning	Having the ability and skill to start a business and make it succeed.	Money management and its role in business is a key element of Business. This includes budgeting, cash flow forecasting, financial statements and other techniques businesses use to control their finances.

Key Themes

Enterprise	Spotting a business opportunity	Business operations	Finance	Marketing	Human resources	Understanding external influences	Business strategy	Growing the business
In this theme students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of Entrepreneurship.	This theme looks at how new and small businesses identify opportunities through understanding customer needs and conducting market research. This theme also looks at the competitive environment and issues related.	This theme focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes. This includes: <ul style="list-style-type: none"> Quality management systems Production methods	This theme looks the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	This theme allows students to explore a range of factors that impact on the success of the business, including location, the marketing mix. <p>Students will also explore how each element of the marketing mix is managed and used to inform and make</p>	This theme looks at the organisational structure, recruitment, training and motivation needs of a business.	This theme introduces a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. This includes: <ul style="list-style-type: none"> Inflation Exchange rates Unemployment Income levels 	Students learn about the different strategic models an organisation can use to achieve its aims – including Porter and Kay	This theme looks at methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.

				business decisions. This includes: <ul style="list-style-type: none"> • Pricing strategies • Distribution channels • Promotional methods • Design mix 		Students will explore how businesses respond to these influences.		
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Key Stage 4

YEAR: 9

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What is a business?							How do you set up a business?							What are the financial aspects of the business you need to know?					What external influences are there for a business?					Revision of concepts and write up of plan					Carry out enterprise activity and evaluation										
Product/service and what an original /adapted ideas are							Business plans Aims and objectives Start – up options Identifying customer needs							Business revenue, costs and profits Cash flow					Business stakeholders Interest rates Inflation Income																				
Skills/roles and qualities of an entrepreneur							Market research Marketing mix																																
Business risk and reward																																							
Key Concepts							Key Concepts							Key Concepts					Key Concepts					Key Concepts					Key Concepts										
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YEAR: 10

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Topics: Role of enterprise; Dynamic nature of business; Risk and Reward; Aims and objectives; Competitive environment; Business Plans; Start up options							Topics: Business location; Stakeholders; Customer needs; Market research; Segmentation; Marketing mix							Topics: Sources of finance; Business revenue and costs; Cash flow							Topics: Technology and business; Legislation; economic factors						Revision AND Year 10 PPE						Topics: Changes in aims and objectives; Business growth; Business calculations; understanding business performance					
Key concepts							Key concepts							Key concepts							Key concepts						Key concepts						Key concepts					
Key themes							Key themes							Key themes							Key themes						Key themes						Key themes					
Assessment Method:							Assessment Method:							Assessment Method:							Assessment Method:						Assessment Method:						Assessment Method:					
End of topic in class assessment							End of topic in class assessment							End of topic in class assessment							End of topic in class assessment						End of topic in class assessment						End of topic in class assessment					

YEAR: 11

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Topics: Marketing mix (product, place, price and promotion); Ethics and the environment							Topics: Business operations, working with suppliers; managing quality; the sales process							Topics: Organisational structure; Training and development; Motivation							Revision																	
Key concepts							Key concepts							Key concepts																								
Key themes							Key themes							Key themes																								
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YEAR: 13

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Business analysis Quantitative forecasting; investment appraisals; decision tress; CPA							Business influences Corporate influences; Culture; stakeholders shareholders Accounting and finance: Interpretation of financial statements; Ratio analysis							Change: Reasons for change Marketing: Global marketing strategy							Revision																		
Key concepts							Key concepts							Key concepts																									
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Key themes							Key themes							Key themes																									
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