



# Business

## Subject Intent

Students at Bishops' High School have the opportunity to choose to study Business as both KS4 and KS5. Both of the courses are vocational in nature and require the students to carry out work on extended projects, investigating a range of businesses and applying their theory knowledge to real life business situations.

## Core Subject Principles

- **Dignity** The scheme of learning at both KS4 and KS5 is designed such that basic principles are taught and then built upon so that students experience a sense of achievement from the beginning and throughout the course, even if they have never previously studied the subject.
- **Respect** In addition to learning about business theory and calculations, students will be required to consider the ethical issues surrounding business decisions and the impact that businesses can have on a wide range of stakeholders.
- **Wisdom** Students will be taught and encouraged to draw on their increasing body of knowledge to select the most relevant and useful tools and theory to analyse a business situation.
- **Knowledge** Students will be taught a broad range of business theory including business ownership, finance, customer service, marketing and business ethics. In addition to this, students are equipped with the skills to be able to independently increase their knowledge through wider reading and research.
- **Skills** Students will learn to carry out meaningful research and structure reports as well as being required to analyse diverse information, including financial reports.
- **Aspirations** Students are exposed to a range of businesses and job roles in addition to learning about the recruitment process, allowing students to aspire towards gaining positions in organisations that they previously would have had little or no knowledge of.
- **Hope** Students will develop problem solving skills in addition to opportunities to independently tackle a business problem using the tools they think best to arrive at solutions which satisfy all stakeholders involved, overcoming difficulties that they face along the way.

**Key Stage 4 Programmes of Study**

Terms	Year 10	Core	Year 11	Core
1	<p>Introduction to business, the role of entrepreneurs and legal and organisational structures</p> <p>Stakeholder engagement</p> <p>Aims and objectives of business</p>		<p>Recap of Year 10 financial concepts</p> <p>Further financial concepts including ratio analysis (including net profit margin, gross profit margin, return on capital employed, current ratio and acid test ratio).</p> <p>Purpose of business planning and creating a business plan</p>	
2	<p>The marketing mix (including product, price, place and promotion) and market research</p> <p>Operations management including outsourcing, quality, lean production and methods of production.</p>		<p>Revision for exam.</p> <p>Preparation for coursework project completion (task to be set in December)</p>	
3	<p>Customer service</p> <p>Internal influences on a business</p> <p>Motivation (including the theories of Maslow, Mayo and Herzberg)</p> <p>Internal challenges of growth</p>		<p>Coursework completion (21 class hours allowed)</p>	
4	<p>External influences including GDP growth, interest rates, law, competition, tax and fashions and trends</p> <p>External challenges of growth</p> <p>Business research and planning physical resources for a business</p>		<p>Coursework completion (21 class hours allowed)</p> <p>Coursework quality assurance</p>	
5	<p>Types of business growth including internal and external growth</p> <p>Human resource management, including recruitment, training, pay and remuneration and legal considerations</p>		<p>Coursework resubmission completion</p> <p>Revision and enrichment.</p>	
6	<p>Financing business</p> <p>Financial concepts and calculations including revenue, profit, break even, cash flow, costs, liabilities and assets, financial documents (including statement of financial position and income statement)</p>			

## Key Stage 5 Programmes of Study

Terms	Year 12	Core	Year 13	Core
<b>1</b>	<p><b>Unit 1 – Exploring Business</b></p> <p>Business purpose, size and scope.</p> <p>Business legal structure, including sole trader, partnership, private limited company, public limited company and cooperative.</p> <p>Stakeholders and their influence (and how businesses communicate with their stakeholders).</p> <p>Organisational structure and functional areas</p> <p>Unit 1 – Learning aim A&amp;B assignment completion</p> <p>External influences – political, economic, social, technological, legal and environmental. The competitive environment (including porter’s 5 forces)</p>		<p>Purpose of accounting</p> <p>Types of income</p> <p>Types of expenditure</p> <p>Sources of finance</p> <p>Cash flow forecasts</p> <p>Break even analysis (including break even charts and contribution)</p>	
<b>2</b>	<p>Internal influences – organisational culture and business ethics. Pricing and output decisions</p> <p>Situational analysis</p> <p>Market structure</p> <p>The relationship between supply, demand and price</p> <p>Unit 1 – Learning aim C&amp;D assignment completion</p> <p>Innovation and enterprise, benefits and risks</p> <p>Unit 1 – Learning aim E assignment completion</p>		<p>Statement of comprehensive income</p> <p>Statement of financial position</p> <p>Ratio analysis, including:</p> <p>Measuring profitability</p> <p>Measuring liquidity</p> <p>Measuring efficiency</p> <p>Limitations of ratio analysis</p>	

3	<p><b>Unit 2 – Developing a Marketing Campaign</b></p> <p>The role of marketing, principles, purposes and aims</p> <p>Types of market and market segment</p> <p>Branding</p> <p>Influences and constraints on marketing activity. Budgetary, political, economic, social, economic, ethical</p> <p>Market research, types of data and considerations of validity. Analysis of market research</p> <p>Product life cycle</p>	<p>It is expected that the exam for Unit 3 will be in the first half of January</p> <p>The member of staff delivering the course has the option to choose the most appropriate unit for the fourth component of this BTEC course. The unit will be chosen with consideration of students’ strengths and interests.</p>	
4	<p>Marketing campaign activity</p> <p>Marketing mix including product, price, promotion, place and the extended marketing mix</p> <p>Evaluating the appropriateness of a marketing campaign</p> <p>Preparation for externally assessed assignment task</p>	<p>Optional unit (see comment in term 3)</p>	
5	<p>Preparation for externally assessed assignment task</p> <p>Completion of externally assessed assignment task</p>	<p>Optional unit (see comment in term 3)</p>	
6	<p><b>Unit 3 – Personal and Business Finance</b></p> <p>Functions and role of money</p> <p>Planning expenditure and common principles to be considered when planning personal finance</p> <p>Different ways to pay</p> <p>Current accounts</p> <p>Managing personal finance (financial products, types of borrowing, types of saving account, risk and rewards, insurance)</p>		

	The features of financial institutions, communicating with customers, consumer protection relating to personal finance and information, guidance and advice			
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