

Business Subject Intent

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 "*

The Business department achieves this by:

- Intelligent sequencing of content which aids progression and allows for the accumulation of sufficient knowledge and skills needed for future learning.
- Introducing students 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.
- Introducing students to 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.

Five Year Plan

Year 9 – GCSE Business (Foundation)			
	Cycle 1	Cycle 2	Cycle 3
Content	<i>Introduction to Business and Enterprise</i> <i>The Skills and Characteristics of an Entrepreneur</i>	<i>The Elements of Marketing and the 4Ps</i> <i>Numeracy and Business Finance</i>	<i>Enterprise Project</i> <i>Recap/Introduction to Theme 1</i>
Skills	<ul style="list-style-type: none"> • Planning and decision making • Problem solving • Presentation (oral and written) 	<ul style="list-style-type: none"> • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) 	<ul style="list-style-type: none"> • Research skills • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written)
Progression	As a brand-new subject students will be exposed to topics, concepts, and terminology that they will be unfamiliar with. The development of powerful knowledge as well as the development of key skills will students throughout their studies in Y9 and prepare them effectively for Y10/11.	Students will be introduced to the elements of marketing during cycle 2. Although some of the concepts may appear familiar to students it is important to address misconceptions such as believing that advertising is the only method of promotion. Good levels of numeracy are crucial in business and the development of numeracy and introducing some elements of business finance will be introduced supporting later study.	To be successful within the study of business it is crucial that students develop an ability to solve problems. The introduction of an enterprise project during cycle 3 which incorporates the knowledge and skills developed during the year will provide students with an opportunity to think like an entrepreneur (linking back to our "sentence"). The latter part of cycle 3 will see students recap key topics with a view to thoroughly preparing them for theme 1 which commences in Y10.
Link to GCSE	The knowledge and skills developed during cycle 1 are closely linked to the requirements of the GCSE specification. The	The knowledge and skills developed during cycle 2 are closely linked to the requirements of the GCSE specification. The	The knowledge and skills developed during cycle 3 are closely linked to the requirements of the GCSE specification. The



development of business specific terminology, knowledge and skills will support students through to success as they move into cycle 2 and onward to Y10/11.	development of business specific terminology, knowledge and skills will support students through to success as they move into cycle 3 and onward to Y10/11	development of business specific terminology, knowledge and skills will support students through to success as they move onward to Y10.
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Year 10 – GCSE Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<i>Enterprise and Entrepreneurship Spotting a Business Opportunity</i>	<i>Putting a Business idea into Practice Making the Business Effective</i>	<i>Understanding External Influences on Business Theme 1 revision</i>
Skills	<ul style="list-style-type: none"> • Planning and decision making • Problem solving • Presentation (oral and written) • Analysis • Evaluation 	<ul style="list-style-type: none"> • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) • Analysis • Evaluation 	<ul style="list-style-type: none"> • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) • Analysis • Evaluation
Progression	The development of core business knowledge developed during this early stage of the GCSE curriculum will be highly beneficial to students as they progress through the course. An understanding of why and how business ideas come about as well as the purpose and role of entrepreneurship will pervade all future topics.	The content of this unit follows a natural progression from the previous unit with clear links evident. Students will have previously been taught the purpose of business activity. They will now consider how businesses set aims and objectives. Students will also be introduced to the skill of analysing and using of financial data during this cycle. This important skill will be revisited frequently.	Students will conclude theme 1 during cycle 3. This covers all the content for paper 1 of the GCSE exam. Having considered the internal influences on business they will now consider how external influences impact business activity. The cycle will conclude with a full recap of the theme 1 content. This reinforcement will help to ensure that knowledge is “sticky”.
Link to KS5	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.	The content covered during this cycle will support students who continue with the study of business into sixth form and beyond.

Year 11 – GCSE Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<i>Growing a business Making Marketing Decisions</i>	<i>Making Operational and Financial Decisions Making HR Decisions</i>	<i>Revision and Exam skills</i>
Skills	<ul style="list-style-type: none"> • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) 	<ul style="list-style-type: none"> • Planning and decision making • Numeracy • Problem solving • Presentation (oral and written) 	<ul style="list-style-type: none"> • Revisiting powerful knowledge through revision and mastering extended writing and other exam skills



	<ul style="list-style-type: none"> • Analysis • Evaluation 	<ul style="list-style-type: none"> • Analysis • Evaluation 	
Progression	Having completed theme 1 in Y10 which dealt with small businesses the focus switches to large and growing businesses through theme 2. They will continue to develop the core and essential business skills including planning and decision-making, numeracy, problem solving and presentation skills (written and oral).	Students will continue to work through theme 2 during this cycle. They will complete the final two units during this cycle which allows for significant revision and mastery of skills prior to the exam. They will continue to develop the core and essential business skills including planning and decision-making, numeracy, problem solving and presentation skills (written and oral).	Students continue to master exam skills in their final push towards their GCSE Business exams.
Link to KS5	There is a degree of crossover of topics within the BTEC L3 National Extended Certificate/Diploma in Business. Although not a prerequisite the GCSE course will serve as very effective preparation for the further study of business at KS5.	There is a degree of crossover of topics within the BTEC L3 National Extended Certificate/Diploma in Business. Although not a prerequisite the GCSE course will serve as very effective preparation for the further study of business.	There is a degree of crossover of topics within the BTEC L3 National Extended Certificate/Diploma in Business. Although not a prerequisite the GCSE course will serve as very effective preparation for the further study of business.

Year 12 – BTEC L2 Technical Certificate in Business Enterprise

	Cycle 1	Cycle 2	Cycle 3
Content	<p>Unit 1: The Business Enterprise Environment (Dec assessment)</p> <p>Unit 2: Researching a concept for a new or revised product or service</p>	<p>Unit 3: Promoting and Financing an Enterprise Idea</p> <p>Unit 4: Planning and Pitching an Enterprise Idea</p>	<p>Unit 3: Promoting and Financing an Enterprise Idea</p> <p>Unit 4: Planning and Pitching an Enterprise Idea</p>
Skills	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence Critical thinking 	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence Critical thinking 	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence Critical thinking
Progression	Prior knowledge from KS4 is not a requirement for this course (although some content will be familiar to students who studied business at KS4) and as such students are introduced to core introductory business concepts such as the types of business ownership. Students will work towards the completion of internally assessed coursework for unit 2 (they will research the concept for a new or revised business idea) and an externally assessed exam for unit 1.	As students move into cycle 2, they will begin to look at how they can finance and promote their chosen enterprise idea. They will then plan to deliver a pitch on their enterprise plan.	Cycle 3 will see the conclusion of the course as students complete outstanding coursework tasks for units 3 and 4. External standards verification of assessment will take place during this cycle. Success on this course can lead to progression onto the L3 Business course



Year 12 – BTEC L3 National Diploma in Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<p>Unit 1: Exploring Business</p> <p>Unit 3: Personal & Business Finance</p> <p>Unit 6: Principles of Management</p>	<p>Unit 1: Exploring Business</p> <p>Unit 3: Personal & Business Finance</p> <p>Unit 6: Principles of Management</p>	<p>Unit 1: Exploring Business</p> <p>Unit 3: Personal & Business Finance (May assessment)</p> <p>Unit 6: Principles of Management ((May assessment)</p> <p>Unit 24: Employment Law</p>
Skills	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence • Critical thinking 	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence • Critical thinking 	<ul style="list-style-type: none"> • Extended writing • Research • Numeracy and Financial competence • Critical thinking • Legal application
Progression	<p>Prior knowledge from KS4 is not a requirement for this course and as such students are introduced to core introductory business concepts such as types of business ownership. The topics delivered in cycle 1 will pervade later units.</p>	<p>As students move into cycle 2 the focus for the finance unit switches from personal to business finance. This will support later units which require knowledge and application of financial concepts. Students will have developed a good understanding of management theories as they approach their unit 6 assessment in cycle 3.</p>	<p>Students will sit for their assessments in both <i>Personal and Business Finance</i> and <i>Principles of Management</i> during cycle 3. They will also complete their unit 1 coursework and commence their study of employment law.</p>

Year 13 – BTEC L3 National Diploma in Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<p>Unit 2: Developing a Marketing Campaign</p> <p>Unit 5: International Business</p>	<p>Unit 2: Developing a Marketing Campaign (January assessment)</p> <p>Unit 4: Managing an Event</p> <p>Unit 5: International Business</p> <p>Unit 27: Work Experience in Business</p>	<p>Unit 4: Managing an Event</p> <p>Unit 5: International Business</p>
Skills	<ul style="list-style-type: none"> • Extended writing discussions • Analysing statistics / research • Applying theory • Critical thinking 	<ul style="list-style-type: none"> • Extended writing discussions • Analysing statistics / research • Applying theory • Critical thinking 	<ul style="list-style-type: none"> • Extended writing discussions • Analysing statistics / research • Applying theory • Critical thinking
Progression	<p>Y13 commences with two units of which one leads to external assessment (unit 2). Although they are standalone units, the content within will be crucial to the event management unit which will be delivered during cycle 2.</p>	<p>Cycle 2 commences with the preparation for the unit 2 external assessment. The Managing an Event synoptic unit requires students to plan and deliver a real-life business event. This uses knowledge and skills developed within the earlier units. Students</p>	<p>Cycle 3 will see the conclusion of the business course and students will deliver and reflect on their real-life business event. They will also complete their unit 5 assignment work.</p>



		will also research, arrange and take part in a work experience placement.	
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Year 12 – BTEC L3 National Extended Certificate in Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<i>Unit 1: Exploring Business</i> <i>Unit 3: Personal & Business Finance</i>	<i>Unit 1: Exploring Business</i> <i>Unit 3: Personal & Business Finance</i>	<i>Unit 1: Exploring Business</i> <i>Unit 3: Personal & Business Finance</i>
Skills	<ul style="list-style-type: none"> Extended writing Research Numeracy and Financial competence Critical thinking 	<ul style="list-style-type: none"> Extended writing Research Numeracy and Financial competence Critical thinking 	<ul style="list-style-type: none"> Extended writing Research Numeracy and Financial competence Critical thinking
Progression	Prior knowledge from KS4 is not a requirement for this course and as such students are introduced to core introductory business concepts such as the types of business ownership. The topics delivered in cycle 1 will pervade later units.	As students move into cycle 2 the focus for the finance unit switches from personal to business finance. This will support later units which require knowledge and application of financial concepts.	Students will sit for their assessments in <i>Personal and Business Finance</i> during cycle 3. They will also complete their unit 1 coursework.

Year 13 – BTEC L3 National Extended Certificate in Business			
	Cycle 1	Cycle 2	Cycle 3
Content	<i>Unit 2: Developing a Marketing Campaign</i>	<i>Unit 2: Developing a Marketing Campaign (January assessment)</i> <i>Unit 27: Work Experience in Business</i>	
Skills	<ul style="list-style-type: none"> Extended writing discussions Analysing statistics / research Applying theory Critical thinking 	<ul style="list-style-type: none"> Extended writing discussions Analysing statistics / research Applying theory Critical thinking 	<ul style="list-style-type: none"> Extended writing discussions Analysing statistics / research Applying theory Critical thinking
Progression	Y13 commences with an external assessment (unit 2). Although this is a standalone unit, the content within will be crucial to the event management unit which will be delivered during cycle 2	Cycle 2 commences with the preparation for the unit 2 external assessment. Students will also research, arrange and take part in a work experience placement.	

