



## Curriculum Overview 2021-23: Business

Year Group	Autumn Term	Spring Term	Summer Term	Useful information / websites		
Year 9	<p><b>Exam specification: Edexcel GCSE Business 9-1</b>  <b>BTEC Tech Award in Enterprise</b></p> <p><b>Sept- Oct: Focus on GCSE topics</b></p> <ul style="list-style-type: none"> <li>Introduction and overview to small businesses</li> <li>What business aims and business objectives are.</li> <li>The impact of risk and reward on business activity:</li> <li>The role of business enterprise and the purpose of business activity:</li> <li>Identifying and understanding customer needs:</li> <li>Types &amp; purpose of market research:</li> <li>market segmentation</li> <li>Understanding the competitive environment</li> </ul> <p><b>Nov-Dec: Focus on Enterprise topics</b></p> <ul style="list-style-type: none"> <li>P1 Difference between Enterprise and SME</li> <li>Brief description of the 2 local businesses Warehouse CAFÉ AND Ace Barbers, the location, products they sell,</li> </ul>			<p><b>Jan-Feb: Focus on GCSE topics</b></p> <ul style="list-style-type: none"> <li>Business aims and objectives when starting up</li> <li>Business revenues, costs and profits</li> <li>Interpretation of break-even diagrams</li> <li>Cash and cash-flow</li> <li>Sources of business finance</li> <li>Types of business ownership for start-ups</li> </ul> <p><b>March-April: Focus on Enterprise topics</b></p> <ul style="list-style-type: none"> <li>How business ideas can be successful</li> <li>What is a business plan?</li> <li>Researching the market and identifying gaps or opportunities</li> <li>Assessing the suitability of a business idea</li> <li>Producing an initial plan for a business idea</li> </ul>	<p>Student split in to classes based on ability to continue with either GCSE or BTEC</p> <p><b>GCSE students to start the Theme 1 content</b></p> <ul style="list-style-type: none"> <li>Topic 1.1 Enterprise and entrepreneurship</li> <li>Topic 1.2 Spotting a business opportunity</li> <li>Topic 1.3 Putting a business idea into practice</li> </ul> <p><b>Enterprise students start component 1 content.</b></p> <ul style="list-style-type: none"> <li>A1 What is an enterprise?</li> <li>A2 Types and characteristics of SMEs</li> <li>A3 the purpose of enterprises</li> <li>A4 Entrepreneurs</li> </ul>	<p><b>BTEC Tech Award specification</b>  <a href="https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAward_Enterprise_Spec_Iss3.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAward_Enterprise_Spec_Iss3.pdf</a></p> <p><b>GCSE Business 9-1 specification</b>  <a href="https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf">https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf</a></p>



	<p>which sector of the industry they are in</p> <ul style="list-style-type: none"> <li>▪ M1 Outline in detail how the activities and aims meet the purpose of two contrasting local enterprises.</li> <li>▪ P2 Identify &amp; describe entrepreneurial characteristic and skills demonstrated in each selected local enterprise</li> <li>▪ M2 Outline how entrepreneurial characteristics and skills support the purpose of each selected local enterprise.</li> <li>▪ How to write a good piece of coursework</li> </ul>			
Year 10	<p><b>Exam specification: BTEC Tech Award in Enterprise</b></p> <p><b>Learning Aim A: Examine the characteristics of enterprises</b></p> <ul style="list-style-type: none"> <li>▪ A1 What is an enterprise?</li> <li>▪ A2 Types and characteristics of SMEs</li> <li>▪ A3 The purpose of enterprises</li> <li>▪ A4 Entrepreneurs</li> </ul>	<p><b>Learning Aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour</b></p> <ul style="list-style-type: none"> <li>▪ B1 Customer needs</li> <li>▪ B2 Using market research to understand customers</li> <li>▪ B3 Understanding competitors</li> </ul>	<p><b>Learning Aim C: Investigate the factors that contribute to the success of an enterprise</b></p> <ul style="list-style-type: none"> <li>▪ C1 Internal factors</li> <li>▪ C2 External factors</li> <li>▪ C3 Situational analysis</li> <li>▪ C4 Measuring the success of an SME</li> </ul>	<p><b>Tech Award in Enterprise specification</b></p> <p><a href="https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_Tec hAward_Enterprise_Spec_Iss3.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_Tec hAward_Enterprise_Spec_Iss3.pdf</a></p>
	<b>Exam Specification: Edexcel GCSE Business (9 to 1)</b>			



# ASTON MANOR ACADEMY



Year 10	<p><b>Theme 1:</b></p> <ul style="list-style-type: none"> <li>• <b>Topic 1.1 Enterprise and entrepreneurship</b> – 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</li> <li>• <b>Topic 1.2 Spotting a business opportunity</b> – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Topic 1.3 Putting a business idea into practice</b> – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</li> <li>• <b>Topic 1.4 Making the business effective</b> – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Topic 1.5 Understanding external influences on business</b> – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</li> </ul>	<p><b>GCSE Business 9 to 1 Specification</b>  <a href="https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf">https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf</a></p>
Year 11	<p><b>Exam Specification: BTEC Tech Award in Enterprise</b></p> <p><b>Completion of component 3- exam unit.</b></p> <p><b>Learning Aim A: Promotion</b></p> <ul style="list-style-type: none"> <li>▪ Elements of the promotional mix and their purposes</li> <li>▪ Targeting and segmenting the market</li> <li>▪ Factors influencing the choice of promotional methods</li> </ul> <p><b>Learning Aim B: Financial records</b></p> <ul style="list-style-type: none"> <li>▪ Financial documents</li> </ul>	<p><b>Learning Aim C: Financial planning and forecasting</b></p> <p>Using cash flow data  Financial forecasting  Suggesting improvements to cash flow problems  Break-even analysis and break-even point  Sources of business finance  Revision  Examination will take place in February</p>	<p><b>Component 2 - Planning for and Pitching an Enterprise Activity</b></p> <p><b>Learning aim B: Pitch a micro-enterprise activity</b></p> <ul style="list-style-type: none"> <li>▪ Pitching a micro-enterprise activity</li> <li>▪ Presenting a business pitch</li> </ul> <p><b>Learning Aim C: Review own pitch for a micro-enterprise activity</b></p>	<p><b>Tech Award in Enterprise specification</b>  <a href="https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAward_Enterprise_Spec_Iss3.pdf">https://qualifications.pearson.com/content/dam/pdf/btec-tec-awards/enterprise/2017/specification-and-sample-assessments/BTEC_L12_TechAward_Enterprise_Spec_Iss3.pdf</a></p>

ALL DIFFERENT · ALL EQUAL · ALL ACHIEVING



	<ul style="list-style-type: none"> <li>▪ Payment methods</li> <li>▪ Sources of revenue and costs</li> <li>▪ Terminology in financial statements</li> <li>▪ Statement of comprehensive income</li> <li>▪ Statement of financial position</li> <li>▪ Profitability and liquidity</li> </ul>	<p><b>Start Component 2 - Planning for and Pitching an Enterprise Activity</b></p> <p><b><u>Learning Aim A: Explore ideas and plan for a micro-enterprise activity</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Generating ideas for a micro-enterprise activity</b></li> <li>▪ <b>Plan for a micro-enterprise activity</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Using feedback and review to identify possible changes to the pitch</li> </ul> <p><b><u>Preparing any students for re-sit for Component 3.</u></b></p>	
Year 11	<p><b>Exam Specification: Edexcel GCSE Business (9 to 1)</b></p> <p><b><u>Theme 2:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Topic 2.1 Growing the business</b> – students are introduced to 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.</li> <li>• <b>Topic 2.2 Making marketing decisions</b> – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Topic 2.3 Making operational decisions</b> – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</li> <li>• <b>Topic 2.4 Making financial decisions</b> – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Topic 2.5 Making human resource decisions</b> – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</li> </ul>	<p><b>GCSE Business 9 to 1 Specification</b></p> <p><a href="https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf">https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE_Business_Spec_2017.pdf</a></p>