

Shoreham Academy Business department: 4 year curriculum map

Year Group	Autumn	Spring	Summer
Year 10	<p>We start learning about small businesses.</p> <p>1.1 Enterprise and Entrepreneurship The Dynamic Nature of Business, Risk and Reward, The Role of Business Enterprise</p> <p>1.2 Spotting a Business Opportunity Customer needs, market research, market segmentation and the competitive environment</p> <p>1.3 Putting a Business Idea into Practice Aims and objectives, revenue cost and profit, cash and cash-flow, sources of finance</p>	<p>We continue this term with our focus on small businesses.</p> <p>1.4 Making the Business Effective Start up business ownership, location, marketing mix, business plans</p> <p>1.5 Understanding external influences on Business Stakeholders, technology, legislation, the economy, external influences</p> <p>We also spend time this term reviewing the first few topics so that students retain their knowledge.</p>	<p>At this point we move onto Theme 2 which focuses on building a business. We look at the bigger businesses, brands the students know and the issues that face them.</p> <p>2.1 Growing the Business Growth, changes in aims and objectives, globalisation, ethics, the environment.</p> <p>2.2 Making Marketing Decisions The 4 P's – Price, product, Place and Promotion</p> <p>During the summer term we also review Theme 1 learning using a variety of assessment techniques to identify gaps in learning and misconceptions that need addressing.</p>
Year 11	<p>2.3 Making Operational Decisions Business operations, suppliers, quality, the sales process</p> <p>2.4 Making Financial Decisions Profit, Profit margin, investment appraisal</p> <p>2.5 Making Human Resources Decisions Organisational structures, recruitment, training and motivation</p> <p>Throughout this term we also review previous learning from 2.1 and 2.2.</p>		<p>In the Spring Term, we will be revisiting all our learning and working on exam technique. We will pay particular attention to those topics learned during lockdown last year. Students do activities to help retain knowledge and understanding of all units in this theme. They will then use this knowledge when practising different types of exam question to improve their skills.</p>
Year 12	<p>Paper 1 Topics</p> <p>1.1 Meeting Customer Needs</p> <p>1.2 The Market</p> <p>Paper 2 Topics</p> <p>2.1 Raising Finance</p> <p>2.2 Financial Planning</p> <p>Throughout this term we will be helping students to bridge the gap from Year 11 into 6th form, helping with independent study skills and helping those who are new to the subject,</p>	<p>Paper 1 Topics</p> <p>1.3 Marketing Strategy</p> <p>1.4 Managing People</p> <p>Paper 2 Topics</p> <p>2.3 Managing finance</p> <p>2.4 Resource Management</p> <p>We will also spend this term reviewing work from the autumn term to ensure that students are retaining the knowledge they need.</p>	<p>Paper 1 Topics</p> <p>1.5 Entrepreneurs and leaders</p> <p>Paper 2 Topics</p> <p>2.5 External Influences</p> <p>3.1 Business Objectives and Strategy</p> <p>During this term will also focus on essay writing technique and help students to prepare for their A levels exams, as well as looking at further study of Business at university.</p>
Year 13	<p>Paper 1 Topics</p> <p>4.1 Globalisation</p> <p>4.2 Global markets and business expansion</p>		<p>Paper 1 Topics</p> <p>4.4 Global industries and companies</p> <p>Paper 2 Topics</p>

	<p>4.3 Global marketing</p> <p>Paper 2 Topics</p> <p>3.2 Business Growth</p> <p>3.3 Decision Making Techniques</p> <p>3.4 Influences on Business decisions</p>	<p>3.5 Assessing competitiveness</p> <p>3.6 Managing change</p> <p>In the Spring Term, we will also revisit all our learning and work on exam technique. We will pay particular attention to those topics learned during lockdown last year. Students will do activities to help retain knowledge and understanding of all units in this theme. They will then use this knowledge when practising different types of exam question to improve their skills.</p> <p>We will focus on a particular industry (set by the exam board) in readiness for Paper 3.</p>
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Common Themes across all Year Groups: In the Autumn Term we also Focus on Black Entrepreneurs during Black History Month. In the Spring Term we also focus on Gender Equality in the workplace. In the Summer Term we also look at LGBTQ+ Businesses as part of LGBTQ+ History Month.