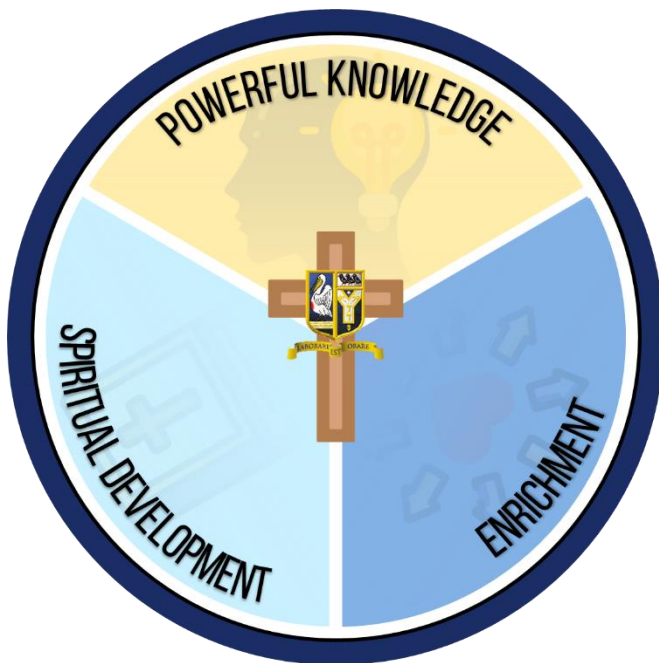


THE BECKET SCHOOL



BUSINESS

CURRICULUM INTENT



*"I HAVE COME IN ORDER THAT YOU MIGHT HAVE
LIFE
—LIFE IN ALL ITS FULLNESS."*

~JOHN 10:10

"I HAD TO MAKE MY OWN LIVING AND MY OWN OPPORTUNITY. BUT I MADE IT! DON'T SIT DOWN AND WAIT FOR THE OPPORTUNITIES TO COME. GET UP AND MAKE THEM." MADAME C.J. WALKER

BUSINESS IS PART OF THE FABRIC OF SOCIETY. THEY ARE SELLERS OF GOODS AND SERVICES, THEY ARE EMPLOYERS, THEY ARE TAX PAYERS THAT HELP TO FUND GOVERNMENT SPENDING ON EDUCATION, HEALTHCARE AND INFRASTRUCTURE. WITHOUT BUSINESS, OUR STANDARD OF LIVING WOULD BE SEVERELY RESTRICTED. EQUALLY, BUSINESS RELY ON US AS INDIVIDUALS WHO BUY GOODS, OFFER OUR LABOUR AND PAY OUR TAXES THAT BENEFIT THEM THROUGH SUBSIDIES, GRANTS AND OTHER FORMS OF ASSISTANCE.

INTENDED OUTCOMES




Students will:

- Develop knowledge of business through the different functions INCLUDING
 1. Marketing
 2. Sales
 3. Finance
 4. Operations
 5. Human resource management.
- Learn to use business theories and concepts such as the product life cycle, stakeholder mapping and growth strategies
- Demonstrate competence and confidence across a range of quantitative skills including data interpretation and calculating a range of financial and non-financial data.
- Develop strong critical and analytical skills in evaluating different business theories.
- Be able to apply key business concepts and theory to a range of issues in everyday life such as the decisions of business to retrench through redundancies.
- Develop a genuine appreciation for Business including an awareness of future career opportunities and academic study in Business.
- Develop skills which can be carried forward into the future such as mortgages and interest rates, share prices and wages, how to start a business.
- Appreciate cross-curricular links with a range of A Level subjects including Core Maths, Geography, Psychology, Design and technology.

CURRICULUM INTENT

POWERFUL KNOWLEDGE	<p>Students will:</p> <ul style="list-style-type: none"> • Study how the different functions work within a business • Learn about strategic decision making • Assess how to interpret measures of business performance such as cash flow, profitability and employee turnover. • Evaluate the external pressures that business face – political, economic, social, technological, legal, environmental and competition.
SPIRITUAL DEVELOPMENT	<p>Students will develop a greater understanding and awareness of:</p> <ul style="list-style-type: none"> • Corporate social responsibility – what this means in terms of business and its impact on the World. • Ethics – from suppliers to the way business treat employees • Business culture – the collective beliefs and attitudes within an organisation and how it might align with one's own moral direction.
ENRICHMENT	<p>Students will:</p> <ul style="list-style-type: none"> • Learn topics that enable them to understand current affairs in the news • Challenge their understanding through discussion, participation, and essay writing • Read widely, using a range of resources including The Economist, BBC News and The Guardian • Apply their knowledge to real world events. • Question their understanding by asking questions • Take part in the Young Enterprise company programme. • Attend Alton Towers and use their on-line resource portal to find out how they do business in the real world. • KS5 students will extend their knowledge beyond the curriculum via studying topics which are part of The Becket Super Curriculum and/or Becket Reads • Use Unifrog to explore career pathways linked to the study of Business

CURRICULUM IN THE CLASSROOM

B	EHAVIOUR IS EXCELLENT	
E	XPERT TEACHERS	
C	OGNITIVELY ACTIVE	
K	NOWLEDGE-RICH	
E	MBEDDED PRACTICE	
T	ESTING-FOR-LEARNING	

HOW WILL I LEARN BUSINESS?

- Knowledge books follow a standardised scheme of work set by AQA exam board.
- Expert teaching staff
- Constant questioning and quizzing to support retrieval of knowledge and application of knowledge
- Knowledge delivery is planned to build a holistic understanding of the content.
- Access to resources via Google Classroom, including student written answers and teacher written model answers. Supporting students to be independent in their learning.
- Knowledge and understanding of topics is through regular formative testing in lessons and summative end of topic assessments.
- Exam booklet containing all past papers which are completed over the duration of the course in class and for homework.
- Exam preparation document is provided which includes how to structure exam answers, revision questions, key formulae and diagrams and a personalised learner checklist.

LEARNING SEQUENCE

YEAR 12

	ADVENT	LENT	PENTECOST
TOPIC	<ul style="list-style-type: none"> What is business? Decision making to improve marketing performance Decision making to improve financial performance 	<ul style="list-style-type: none"> Decision making to improve human resource performance Decision making to improve operational performance 	<ul style="list-style-type: none"> Managers, leadership and decision making Revision and summer mock exams Independent Investigation
EXPLANATION	<p>Students will begin by understanding the nature and purpose of business and the different business forms such as sole traders, private and public limited companies. In doing so, they will learn to appreciate how the stock market works at a basic level.</p> <p>We then consider the role and importance of stakeholders, such as employees and customers when decisions are made. We study how businesses operate within an external environment, so changes in interest rates, unemployment and trends affect the business.</p> <p>At this point, we introduce the first functional department of the business – marketing. In doing so, we look at how firms aim to understand their markets and customers, and use this to segment the market, target the right customer, and position their product vis-à-vis the competition. Students are then introduced to the marketing mix – product, place, price, promotion, process, people and physical environment. From here, students should be able to set marketing objectives.</p> <p>The second function of the business is Finance. Students will evaluate different sources of finance before looking at how to measure and improve profits, cash flow and budgets. This will then lead on to setting financial objectives.</p>	<p>In the third function of business, Human resources, we look at how to analyse human resource performance through calculations such as productivity and employee retention. We then consider how to improve organisational design and managing the human resource flow. Students will then study motivation theorists such as Maslow, Herzberg and Taylor before considering how to improve employer-employee relations through trade unions and works councils. This will then be linked to businesses setting human resource objectives.</p> <p>In the fourth function of business, we consider the role of the Operations department. Students will interpret operational data and evaluate the benefits of increasing efficiency and productivity, quality and managing inventory and supply chains. This will then be linked to setting operational objectives.</p>	<p>In the final term we look to understand management, leadership and decision making. This considers the different roles of managers and the different type of leadership styles. We relate this to the different performance measures. Here, students will learn about decision trees and be able to calculate the net gain of a given decision.</p> <p>At this point students will have completed their first year of study (based upon how the subject used to be split between AS and A Level). They will have a brief opportunity for revision before undertaking their summer mock exam paper.</p> <p>After the mock exam period, we use this time to undertake a more in-depth investigation of a particular industry which culminates in students giving and individual presentation in order to improve their transferrable 'soft' skills.</p>

YEAR 13

	ADVENT	LENT	PENTECOST
TOPIC	<ul style="list-style-type: none"> Analysing the strategic position of a business Choosing strategic direction 	<ul style="list-style-type: none"> Strategic methods: how to pursue strategies Managing strategic change 	<ul style="list-style-type: none"> Recap, Revisiting and Revision
EXPLANATION	<p>We start by looking at the corporate planning process which starts with mission statements, corporate objectives and strategy'</p> <p>Students learn the validity of analysing existing internal position of a business to assess strengths and weaknesses. This involves compiling and interpreting basic income statements and balance sheets in order to conduct financial ratio analysis using profitability, gearing, liquidity and efficiency ratios. They also look at other functional based measures of performance including Elkington's Triple Bottom Line.</p> <p>Students analyse the external environment to assess opportunities and threats: changes in political and legal, economic, social and technological and competition. This considers a brief overview of specific areas of law and economic influences such as economic growth and inflation, economic policy.</p> <p>They look at investment appraisal techniques to analyse options:</p> <p>The next stage of corporate planning is strategic direction: choosing which markets to compete in and what products to offer. Here, we make use of the widely known Ansoff Growth Strategies. This then feeds into strategic positioning: choosing how to compete such as cost leadership v. differentiation</p>	<p>Students consider how businesses change in scale (size) through internal growth and external growth in the form of mergers and acquisitions, joint ventures etc.</p> <p>We then assess innovation – what this means, the difference between product and process innovation and the benefits and drawbacks.</p> <p>Looking next at internationalisation, we look to why businesses seek to operate in foreign markets, the different modes of engagement such as exporting and the challenges faced in operating overseas</p> <p>In assessing the greater use of digital technology, students will have an appreciation for e-commerce, big data, data mining and enterprise resource planning.</p> <p>All of these strategic decisions require some form of change management. In managing change we consider barriers to change, overcoming resistance, and the importance of doing so. Related to this is the organisational culture – we look at different types of culture and their role.</p> <p>Finally, we look at managing strategic implementation through tools such as network analysis and then consider the potential problems with strategy and why strategies fail.</p>	<p>At this point students will have completed their second year of study. They will have a brief opportunity for revision before undertaking their final public exams, which will consist of three papers, each 2 hours in length and worth 100 marks.</p>