

## Year 7 Curriculum

<b>Y7 Topic One: Why are some brands so powerful?</b>	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to understand what 'Business' is in a fun and engaging way. Students should: <ul style="list-style-type: none"> <li>understand the reasons for starting a business and the differences between goods and services</li> <li>understand the product life cycle and demonstrate how demand for a product or service might change over time</li> <li>understand the extension strategies that would be suitable to stop brands from going into decline</li> </ul>
<b>Lesson 1:</b> What is a business?	
<b>Lesson 2:</b> What is an entrepreneur?	
<b>Lesson 3:</b> How does a product become successful?	
<b>Lesson 4:</b> How long does a product last?	
<b>Lesson 5:</b> How can a product last longer?	
<b>September (AUT1) – November (AUT2)</b>	

<b>Y7 Topic Two: How's it made?</b>	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply different methods of production through a visit to Cadbury World. Students should: <ul style="list-style-type: none"> <li>Demonstrate an understanding of job and flow production methods and JIT production</li> <li>Understand the advantages and disadvantages of job and flow production and JIT production</li> <li>Understand the 'The Explain Train' so that they can begin to learn how to write a developed explanation</li> </ul>
<b>Lesson 1:</b> How do things get made?	
<b>Lesson 2:</b> Visit de-brief	
<b>Lesson 3:</b> What are the advantages and disadvantages of Job Production?	
<b>Lesson 4:</b> What are the advantages and disadvantages of Flow Production?	
<b>Lesson 5:</b> How does 'just-in-time' improve efficiency?	
<b>November (AUT2) – January (SPR1)</b>	

<b>Y7 Topic Three: How are people motivated to work?</b>	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply the topic of motivation to Innocent. Students should: <ul style="list-style-type: none"> <li>Understand the benefits of a motivated workforce</li> <li>Understand the use of financial and non-financial methods of motivation</li> <li>Revisit the 'The Explain Train' to practice how to write a developed explanation</li> <li>Be able to apply motivation to Innocent</li> </ul>
<b>Lesson 1:</b> What is motivation?	
<b>Lesson 2:</b> Who are Innocent?	
<b>Lesson 3:</b> What are the benefits of a motivated workforce?	
<b>Lesson 4:</b> What are the different methods of motivation?	
<b>Lesson 5:</b> Why do people work?	
<b>February (SPR2) – May (SUM1)</b>	

<b>Y7 Topic Four: How do businesses look after their money?</b>	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to apply different sources of finance to a range of businesses <ul style="list-style-type: none"> <li>Understand the main internal and external sources of finance available</li> <li>Understand how businesses might be affected by changes in the rate of interest</li> <li>Understand the reasons why businesses create business plans along with the main sections within it</li> <li>Complete and interpret sections of a cash flow forecast</li> </ul>
<b>Lesson 1:</b> Why do new businesses need finance?	
<b>Lesson 2:</b> Why do established businesses need finance?	
<b>Lesson 3:</b> How do interest rates affect bank loans and mortgages?	
<b>Lesson 4:</b> How is a business plan useful when sourcing finance?	
<b>Lesson 5:</b> What can a business learn from a cash flow forecast?	
<b>May (SUM1) – July (SUM2)</b>	

## Year 8 Curriculum

### Y8 Topic One: What factors influence the choice of location for a business?

<b>Topic Intention:</b>	<p>Our intention is to provide students with the knowledge required to choose a location in which to set up a business in. Students should:</p> <ul style="list-style-type: none"> <li>• Understand how and why different businesses use segmentation to target customers, including: gender, age, location, income</li> <li>• Understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors</li> <li>• Understand the factors that influence where a business is located</li> <li>• Understand the benefits and drawbacks of globalisation</li> </ul>
<b>Lesson 1:</b> How do businesses decide who to target their products/services to?	
<b>Lesson 2:</b> What research can businesses carry out?	
<b>Lesson 3:</b> Why is location important?	
<b>Lesson 4:</b> Where is the best place to set up a business?	
<b>Lesson 5:</b> What are the advantages and disadvantages of locating overseas?	
<b>September (AUT1) – October (AUT1)</b>	

### Y8 Topic Two: How do you know if a business will break-even?

<b>Topic Intention:</b>	<p>Our intention is to provide students with the knowledge required to understand the concept of and draw a break-even chart. Students should:</p> <ul style="list-style-type: none"> <li>• Understand the difference between variable costs, fixed costs and total costs</li> <li>• Understand the concept of and calculate revenue, costs and profit</li> <li>• Understand the meaning of the term break-even output and interpret break-even charts</li> <li>• Understand the advantages and disadvantages of using break even analysis</li> </ul>
<b>Lesson 1:</b> What is included in the finance section of the business plan?	
<b>Lesson 2:</b> What are the different calculations that a business has to make?	
<b>Lesson 3:</b> What is break-even?	
<b>Lesson 4:</b> How do you calculate break-even?	
<b>Lesson 5:</b> What are the advantages and disadvantages of using break even analysis?	
<b>November (AUT2) – January (SPR1)</b>	

### Y8 Topic Three: How does a business ensure that they get the best staff?

<b>Topic Intention:</b>	<p>Our intention is to provide students with the knowledge required to understand the recruitment and selection process and the relevant laws. Students should:</p> <ul style="list-style-type: none"> <li>• Understand the difference between internal and external recruitment and the benefits and drawbacks of each approach</li> <li>• Be able to outline the main stages in the recruitment and selection process</li> <li>• Understand different types of employment law and how it affects businesses</li> </ul>
<b>Lesson 1:</b> What is the most popular method of R&S?	
<b>Lesson 2:</b> How are people recruited and selected?	
<b>Lesson 3:</b> What does an interview look like?	
<b>Lesson 4:</b> What is employment law?	
<b>Lesson 5:</b> Which employment law is being broken?	
<b>February (SPR1) – March (SPR2)</b>	

### Y8 Topic Four: What does good customer service look like?

<b>Topic Intention:</b>	<p>Our intention is to provide students with the knowledge required to understand the impact customer service can have on a business. Students should:</p> <ul style="list-style-type: none"> <li>• Understand the sales process</li> <li>• Understand the different methods of providing good customer service</li> <li>• Understand the benefits of good customer service and the dangers of poor customer service</li> </ul>
<b>Lesson 1:</b> What is good customer service?	
<b>Lesson 2:</b> What are the benefits of good and the dangers of bad customer service?	
<b>Lesson 3:</b> What is the customer service like in your chosen business?	
<b>Lesson 4:</b> Customer service rehearsal	
<b>Lesson 5:</b> Customer service drama pieces	
<b>May (SUM1) – July (SUM2)</b>	

## Year 9 Curriculum

<b>Y9 Topic One: The purpose and nature of business</b>	
<b>Topic Intention:</b>	<p>Our intention is to provide students with knowledge on why and how people set up businesses along with the different factors in the business environment that affect them. Students should be able to:</p> <ul style="list-style-type: none"> <li>• understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business opportunity and providing a good or service to benefit others)</li> <li>• understand the difference between goods and services, needs and wants and the meaning of factors of production – land, labour, capital, enterprise</li> <li>• define opportunity cost and the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector</li> <li>• understand the term enterprise and what is meant by an entrepreneur</li> <li>• outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk</li> <li>• outline the objectives of an entrepreneur, including to be their own boss, flexible working hours, to pursue an interest, earn more money, identify a gap in the market and dissatisfaction with current job</li> <li>• understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations</li> </ul>
<b>Lesson 1:</b> What are the reasons for starting a business and objectives of an entrepreneur?	
<b>Lesson 2:</b> What resources are required in business?	
<b>Lesson 3:</b> What are the basic functions of a business?	
<b>Lesson 4:</b> What changes do businesses face?	
<b>September (AUT1) – October (AUT1)</b>	

<b>Y9 Topic Two: Business ownership</b>	
<b>Topic Intention:</b>	<p>Our intention is to enable students to understand the different types of ownership that are in the UK. Students should be able to :</p> <ul style="list-style-type: none"> <li>• understand the different legal structures that businesses adopt</li> <li>• analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)</li> <li>• evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses</li> </ul>
<b>Lesson 5:</b> What are the advantages and disadvantages of a sole trader?	
<b>Lesson 6:</b> What are the advantages and disadvantages of a partnership?	
<b>Lesson 7:</b> What are the advantages and disadvantages of a private limited company?	
<b>Lesson 8:</b> What are the advantages and disadvantages of a public limited company?	
<b>Lesson 9:</b> What is a not-for-profit organisation?	
<b>October (AUT1) – November (AUT2)</b>	

<b>Y9 Topic Three: Setting business aims and objectives</b>	
<b>Topic Intention:</b>	<p>Our intention is to enable students to understand that if businesses are clear with what they want to achieve, they will find it easier to sort out priorities and make decisions. Students should be able to:</p> <ul style="list-style-type: none"> <li>• understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value</li> <li>• understand the role of objectives in running a business</li> <li>• understand how and why the objectives set may change as businesses evolve</li> <li>• consider how the objectives of larger more established businesses might differ from smaller start-up businesses, e.g. becoming the dominant business in the market, international expansion, increasing shareholder value and ethical and environmental considerations</li> <li>• understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business (not-for-profit organisations))</li> <li>• understand the success of a business can be measured in other ways than profit</li> </ul>
<b>Lesson 10:</b> What is the role of objectives in running a business?	
<b>Lesson 11:</b> How can success be measured?	
<b>January (SPR1) – January (SPR1)</b>	

<b>Y9 Topic Four: Stakeholders</b>	
<b>Topic Intention:</b>	<p>Our intention is to help students to understand that there are many groups of people that are affected by business activity. Students should be able to:</p> <ul style="list-style-type: none"> <li>• understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers</li> <li>• understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners</li> <li>• understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders</li> </ul>
<b>Lesson 12:</b> What are stakeholders interested in?	
<b>Lesson 13:</b> What impact does business activity have on stakeholders?	
<b>February (SPR1) – February (SPR2)</b>	

## Y9 Topic Five: Business location

<b>Topic Intention:</b>	Our intention is to equip students with the knowledge to understand that location is an important choice for a business and that it can have a big impact on its overall success. Students should be able to: <ul style="list-style-type: none"><li>• understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs</li></ul>
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**Lesson 14:** What are the factors that influence location?

**Lesson 15:** Why might some businesses locate abroad?

**March (SPR2) – March (SPR2)**

## Y9 Topic Six: Business planning

<b>Topic Intention:</b>	Our intention is to ensure that students understand the importance of business planning and how it can help a business to get to where they want to be. Students should be able to: <ul style="list-style-type: none"><li>• understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organised</li><li>• analyse the benefits and drawbacks of business planning</li><li>• understand the main sections of a business plan</li><li>• understand the difference between variable, fixed and total costs</li><li>• understand the concept of revenue, costs, profit and loss</li></ul>
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**Lesson 16:** What is the purpose of a business plan?

**Lesson 17:** What is included in the finance section of a business plan?

**March (SPR2) – May (SUM1)**

## Y9 Topic Seven: Expanding a business

<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to examine why and how businesses can expand. Students should be able to: <ul style="list-style-type: none"><li>• understand the methods used by businesses when expanding (organic growth through franchising, opening new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers)</li><li>• discuss the advantages and disadvantages of methods of growth</li><li>• understand the meaning of purchasing and technical economies of scale</li><li>• understand the benefits of growth in terms of unit cost advantages due to economies of scale</li><li>• understand the drawbacks of growth due to diseconomies of scale</li><li>• understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation</li><li>• calculate and interpret average unit costs</li></ul>
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**Lesson 18:** How can a business grow internally and externally?

**Lesson 19:** What are the advantages and disadvantages of business expansion?

**May (SPR1) – June (SPR1)**