



PLUME ACADEMY - LEARNING OVERVIEW

Year	11
Course	BUSINESS
Specification Number/Exam Board	1BS0/Edexcel
End of course assessment and weightings	Paper 1 – Investigating small businesses – 50% Paper 2 – Building a business – 50%

Prior Learning

Whilst Business is not specifically studied at Key Stage Three, the planned curriculum provides the opportunity for students to develop their Business understanding that they were introduced to in their Business taster lessons in Year 9. All students were introduced to Business concepts during these lessons, topics included ownership, Business plans, cash flow forecasting and branding.

Curriculum Intent – What are the curriculum aims?

The focus of the curriculum is to introduce and nurture an enthusiasm for studying business in a range of contexts. Learners will appreciate how businesses operate in a dynamic and competitive environment and develop an understanding of the interdependent nature of business functions from a local to a global perspective.

The curriculum is designed to enable learners to develop an understanding of how these contexts impact on business behaviour. The curriculum provides an opportunity for learners to increase their familiarity with current issues in business and develops their understanding of the dynamics of business activity. The curriculum allows learners to investigate the real business world to develop an understanding of contemporary business opportunities and issues.

Curriculum Implementation – What will my child will be learning?

Term 1	Half Term 1	Topic 2.1 Growing the business – 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.
	Half Term 2	Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace
Term 2	Half Term 3	Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.
	Half Term 4	Topic 2.4 Making financial decisions – 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.
Term 3	Half Term 5	Topic 2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.
	Half Term 6	EXAM REVISION

Curriculum Impact – How will progress be assessed as I learn?

Informal: Students will be assessed via quizzes, question and answer sessions, as well as short examination questions which will be set as homework.
 Formal: Students will complete end of topic tests, conducted in the classroom under examination conditions. These assessments will be marked with feedback provided to students so that they can improve their understanding and exam technique.

Super-Curricular Opportunities – Support and Extending Learning

Useful study resources	If a student is really passionate about this subject they can	As a parent/carer, I can assist my child in this subject by:
<p>www.tutor2u.co.uk</p> <p>www.bbc.co.uk/bitesize</p> <p>Smart Revise online (students have individual log in)</p>	<p>Watch Dragons Den, The Apprentice, Undercover Boss.</p> <p>Read related news articles in the media.</p> <p>Ask for the Business watch list and support material</p>	<p>Sharing your own business experiences.</p> <p>Monitoring homework set to ensure timely completion</p> <p>Purchase the revision guide and encourage the use at home for knowledge consolidation.</p>