

Landau Learner Curriculum Overview

Subject: Business

Curriculum Leader: JAW

Year: 12

Curriculum organisation

Students have 10 timetabled session over the fortnight, staffed by two learning tutors.

What topics will students be studying this year? Includes links to National Curriculum, Curriculum Intent and Prior Related Learning*

Term 1:	Term 2:	Term 3:	Term 4:	Term 5:
<p>Marketing and People:</p> <ul style="list-style-type: none"> Meeting customer needs: The market; Market research; Market positioning <p>Managing business activities:</p> <ul style="list-style-type: none"> Raising finance: Internal finance; External finance; Liability; Planning 	<p>Marketing and People:</p> <ul style="list-style-type: none"> Market: Demand; Supply; Markets; Price elasticity of demand; Income elasticity of demand <p>Managing business activities:</p> <ul style="list-style-type: none"> Financial planning: Sales forecasting; Sales, revenue and costs; Break-even; Budgets 	<p>Marketing and People:</p> <ul style="list-style-type: none"> Marketing mix and strategy: Product/service design; Branding and promotion; Pricing strategies; Distribution; Marketing strategy <p>Managing business activities:</p> <ul style="list-style-type: none"> Managing finance: Profit; Liquidity; Business failure 	<p>Marketing and People:</p> <ul style="list-style-type: none"> Managing people: Approaches to staffing; Recruitment, selection and training; Organisational design; Motivation in theory and practice; Leadership <p>Managing business activities:</p> <ul style="list-style-type: none"> Resource management: Production, productivity and efficiency; Capacity utilisation; Stock control; Quality management 	<p>Marketing and People:</p> <ul style="list-style-type: none"> Entrepreneurs and leaders: Role of an entrepreneur; Entrepreneurial motives and characteristics; Business objectives; Forms of business; Business choices; Moving from entrepreneur to leader <p>Managing business activities:</p> <ul style="list-style-type: none"> External influences: Economic influences; Legislation; The competitive environment

Curriculum Intent: As a Business team, we play a key part in developing students' workplace skills, which in turn will contribute to their future economic wellbeing and foster an understanding of society's needs. Our curriculum contextualises learning through the use of real life situations and an engagement with the authentic experiences of working businesses to inspire their commercial thinking, economic knowledge and employability.

The business curriculum follows a sequence from a broad Year 12 curriculum introducing the landscape of business through to challenging business concepts, appreciating the impact of business on the wider economic and social environment. We encourage students to create and embrace enterprising approaches to business opportunities, issues and risks whilst being aware of the ethical considerations and responsibilities confronted by businesses.

Students are introduced to business in Themes 1 and 2 through building knowledge of core business concepts and applying them to business contexts to develop a broad understanding of how businesses work. Breadth and depth of knowledge and understanding, with applications to a wider range of contexts and more complex business information, are developed in Themes 3 and 4, requiring students to take a more strategic view of business opportunities and issues. Students are encouraged to use an enquiring, critical and thoughtful approach to the study of business, to understand that business behaviour can be studied from a range of perspectives and to challenge assumptions.

Qualification aims and objectives:

- Define and assess achievement of the knowledge, skills and understanding that will be needed by students planning to progress to undergraduate study at a UK higher education establishment, particularly (although not only) in the same subject area, for example business management, business administration, accountancy and finance, human resource management, marketing, retail management, tourism management and international business

Enable students to:

- develop an enthusiasm for studying business
- gain an holistic understanding of business in a range of contexts
- develop a critical understanding of organisations and their ability to meet society's needs and wants
- understand that business behaviour can be studied from a range of perspectives
- generate enterprising and creative approaches to business opportunities, problems and issues
- be aware of the ethical dilemmas and responsibilities faced by organisations and individuals
- acquire a range of relevant business and generic skills, including decision making, problem solving, the challenging of assumptions and critical analysis
- apply numerical skills in a range of business contexts.

Equipment needed for sessions:	What can you do to support your child?
<ul style="list-style-type: none">• Organised Business folder• Fully equipped pencil case• Calculator	<ul style="list-style-type: none">• Ensure homework tasks are completed – these will always be recorded on Show My Homework• Encourage the student to read a quality newspaper/news website, to ensure they stay up to date with Business related current affairs
How will learning be assessed and progress measured?	Extension and enrichment activities:
<ul style="list-style-type: none">• Regular exam based assessments• Marking of written assessments is carried out on a regular basis in line with the College policy• Regular self-assessment from SMHW quizzes based on knowledge of key concepts and terms in Business	