

	Year 10	Year 11	Year 12	Year 13
	Overview of main concepts/ topics:	Overview of main concepts/ topics:	Overview of main concepts/ topics:	Overview of main concepts/ topics:
Autumn term	<b>Topic:</b> Unit 1: Introduction to Business	<b>Topic:</b> Unit 3 Enterprise in the business world	<b>Topic 1:</b> Unit 1 Exploring Business <b>Topic 2:</b> Unit 3 Personal and Business Finance	<b>Topic 1:</b> Unit 4 Managing an event <b>Topic 2:</b> Unit 6 Principles of management
	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>
	<b>HT1 Fertile Q:</b> How Do Businesses Measure their Success? <b>HT2 Fertile Q:</b> How does market research help a business understand the market in which it operates?	<b>HT1 Fertile Q:</b> How do trends and the current business environment impact a business? <b>HT2 Fertile Q:</b> What goes into a successful business plan?	<b>Unit 1 Fertile Q:</b> What makes a successful business <b>Unit 2 Fertile Q:</b> What are the risks and reward associated with saving and investment opportunities	<b>Unit 4 Fertile Q:</b> What makes a Successful event? <b>Unit 6 Fertile Q:</b> What is the value of alternative management styles?
	<b>HT1 Substantive concepts:</b> Profit businesses incl. sole traders, partnerships, ltds, plcs; not for profit businesses incl. charities, social enterprises, community interest companies, voluntary and community organisations; liability; business purpose; business aims incl. surviving, making profits, growth, sales maximisation, market leadership, being environmentally friendly, being ethical, providing services social well being, meeting government standards, alleviating poverty etc.; financial KPIs incl sales revenue, profit, sales/profit per square meter, average cost of production; non financial KPIs incl corporate image, customer satisfaction, environmental performance targets; SMART objectives. <b>HT2 Substantive concepts:</b> Target market; quantitative and qualitative research methods; primary and secondary research; 4Ps of the marketing mix	<b>HT1 Substantive concepts:</b> How business ideas can be useful incl. finding innovative solutions, identifying new needs, continuing to meet established needs, being entrepreneurial, importance of having a strong vision, measures of success; market research to identify gaps or opportunities; selecting a product or service; targeting consumers; meeting the demands of the target customers; difference between benefits and features; estimating resources required to develop ideas; selecting the most appropriate idea; likelihood of success or failure; identification of barriers; producing a business plan. <b>HT2 Substantive concepts:</b> Definition, features and advantages of sole traders, partnerships, ltds, plcs, social enterprise; sources of help; support networks; components of a business model incl. market research results, goods or services, marketing mix, business aims and objectives, stakeholder influence, finances and start-up costs, providing evidence to justify business success.	<b>Unit 1 Substantive concepts:</b> Ownership and liability; purposes; sectors; scope; size; stakeholders; stakeholder influence; presentation methods. Organisational structure; functional areas; aims of businesses in different sectors incl. mission, vision and values; SMART objective. External environment incl political, economic, social, technological, legal; internal environment incl corporate culture and CSR; competitive environment; situational analysis e.g. PESTLE, SWOT, 5Cs, Porter's Five Forces. Different market structures incl perfect and imperfect competition.; features of market structures; relationship between demand supply and price; pricing and output decisions. <b>Unit 3 Substantive concepts:</b> functions and role of money; planning expenditure and planning personal finance; different ways to pay; features of different current accounts; different types of borrowing; different types of saving and investment; risks and rewards of saving versus investment; different insurance products. Features of financial institutions; communicating with customers; consumer protection in relation to personal finance;	<b>Unit 4 Substantive concepts:</b> Different tasks needed to be completed by an event organiser; different skills needed by an effective event organiser; common formats for skills audit collection. Different types of events and the factors affecting success; feasibility measures and critical factors; event planning and the use of planning tools incl gantt chart, critical path analysis, online planning tools; factors to be considered incl. budgets, resources and contingency planning. Management of the event, problem solving. <b>Unit 6 Substantive concepts:</b> The definitions of management and leadership; functions of management and leadership; business culture incl. vision, missions, values, policies, procedures, management styles, workforce structure and how people work; management and leadership styles incl. autocratic, democratic, paternalistic, laissez faire, transactional, transformational and charismatic; leadership skills. Managing HR and HR planning. Motivation in the workplace incl theorists e.g. Maslow, Herzberg, Taylor, Mayo and financial and non financial motivators. Techniques to meet requirements, training and
	<b>HT1 Content:</b> 1A Explore how businesses operate. <b>HT2 Content:</b> 1B Consider how market research helps a business to understand the market 1C Investigate the use of the marketing mix	<b>HT1 Content:</b> 3B Plan an idea for a business <b>HT2 Content:</b> 3C Present a business model for a business start-up	<b>HT1 Content:</b> 1A Exploring Business 1B Investigate how businesses are organised 1C Examine the environment in which businesses operate <b>HT2 Content:</b> 1D Examine business markets 1E Investigate the role and contribution of innovation and enterprise to business success 3A Understand the importance of managing personal finance 3B Explore the personal finance sector	<b>HT1 Content:</b> 4A Explore the role of an event organiser 4B Investigate the feasibility of a proposed event 6A The definitions and functions of management 6B Management and leadership styles and skills <b>HT2 Content:</b> 4C Develop a detailed plan for a business or social enterprise event 4D Stage and manage a business or social enterprise event 6C Managing human resources 6D Factors influencing management, motivation and performance of the workforce
<b>Internal Assessment 1a:</b> Evaluate how successful a selected business has been in achieving its main purpose and aims.	<b>Internal Assessment 3a:</b> Assess the current risks, opportunities and trends in the business environment for a start-up business.	<b>Internal Assessment 1A:</b> Explore the features of different businesses and analyse what makes them successful <b>Internal Assessment 1B:</b> Investigate how businesses are organised.	<b>Internal Assessment 4A:</b> Explore the role of an event organiser <b>Internal Assessment 4B:</b> Investigate the feasibility of a proposed event	
<b>Internal Assessment 1b:</b> Assess the effectiveness of the market research methods used by a selected business to gather sufficient information on its market. <b>Internal Assessment 1c:</b> Evaluate the marketing mix of a business, justifying any improvements that could be made to meet the needs of its market.	<b>Internal Assessment 3b:</b> Justify how the initial plan for a business idea has potential for success in relation to existing local businesses. <b>Internal Assessment 3c:</b> Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.	<b>Internal Assessment 1C:</b> Examine the environment in which businesses operate <b>Internal Assessment 1D:</b> Examine business markets <b>Internal Assessment 1E:</b> Investigate the role and contribution of innovation and enterprise to business success	<b>Internal Assessment 4C:</b> Develop a detailed plan for a business or social enterprise event <b>Internal Assessment 4D:</b> Stage and manage a business or social enterprise event <b>Internal Assessment 4E:</b> Reflect on the running of the event and evaluate own skills development.	
December assessments				

Spring term	<b>Topic:</b> Unit 2: Finance for Business	<b>Topic:</b> Unit 6 Recruitment, selection and employment	<b>Topic 1:</b> Unit 2 Developing a Marketing Campaign <b>Topic 2:</b> Unit 3 Personal and Business Finance	<b>Topic 1:</b> Unit 4 Managing an event <b>Topic 2:</b> Unit 6 Principles of management <b>Topic 3:</b> Unit 5 International
	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>	<b>Threshold concept focus:</b>
	<b>HT3 Fertile Q:</b> What costs are involved in business and how do businesses make profit? <b>HT4 Fertile Q:</b> How does a business plan for success?	<b>HT3 Fertile Q:</b> What documentation is needed in the application process? <b>HT4 Fertile Q:</b> What skills are needed to succeed during interview processes?	<b>HT3</b> <b>Unit 2 Fertile Q:</b> What are the core principles that underpin the creation of a marketing campaign? <b>Unit 3 Fertile Q:</b> What is the role of financial institutions? <b>HT4</b> <b>Unit 2 Fertile Q:</b> How do businesses develop the rationale for a marketing campaign <b>Unit 3 Fertile Q:</b> What is the purpose of accounting	<b>HT3</b> <b>Unit 4 Fertile Q:</b> What makes a successful event? <b>Unit 6 Fertile Q:</b> What is the impact of management in functional areas of a business? <b>HT4</b> <b>Unit 5 Fertile Q:</b> What is the impact of globalisation on a business?
	<b>HT3 Substantive concepts:</b> start up and running costs; fixed, variable, direct and indirect costs; calculating total costs; sources of revenue; calculating revenue; expenditure; calculating profit and loss. <b>HT4 Substantive concepts:</b> breakeven; calculating breakeven; analysing a breakeven chart; the purpose of budgeting; purpose of cashflow forecasts; inflows and outflows; advantages and disadvantages of cash flow forecasts; completing a cashflow forecast; identifying issues and solutions from cash flow forecast.	<b>HT3 Substantive concepts:</b> Hierarchical, flat, matrix, functional and ditional market structures; functional areasand supporting business aims; interactions of functional areas; job roles incl. directors, senior managers, supervisors, operational support staff; impact on roles of different organisational structures. Reasons why vacancies arise; ways of recruiting staff incl job centres, consultants, recruitment agencies, internal, advertising; internal vs external recruitment; costs an legal considerations of recruitment; developing job description and person specification; contents of job description; contents of person specification; applying for jobs incl. application forms, CV, letter of application; certification, CRB, pre application tests <b>HT5 Substantive concepts:</b> Job interviews preparation and behaviours; personal audit; matching knowledge and skills; Information and advice; developing a career plan	<b>Unit 2 Substantive concepts:</b> Principles and purposes of marketing; marketing aims and objectives; types of market; market segmentation; branding; brand personality; brand image; USP; implications business size; budgetary constraints; availability of specialist staff; internal influences on marketing activity; external influences on marketing activity. Purpose of researching information to identify the needs and wants of customers; primary and secondary research methods; Importance of validity, reliability, appropriateness, currency, cost; Quantitative and qualitative data, sufficiency and focus of the research; selction and extraction; interpretation, analysis and use of data; identification of any further sources of information; product lifecycle. <b>Unit 3 Substantive concepts:</b> Purpose of accounting, types of income incl. capital and revenue income; types of expenditure incl. capital and revenue expenditure. Sources of finance incl internal and	<b>Unit 4 Substantive concepts:</b> Evaluation of the event; review of personal skills development in the running of the event. <b>Unit 6 Substantive concepts:</b> Managing change incl internal and external influences and stakeholder influence. Quality standards; developing culture; techniques and tools of quality management; the importance and <b>benefits of quality management</b> <b>Unit 5 Substantive concepts:</b> Types of international business activity; reasons for conducting business internationally; choice of markets in which to operate; methods used to finance international trade; support for international businesses. Features of globalisation; international trading bloc incl WTO, EU, Mercosur, NAFTA, APEC. Barriers to international trade incl protectionism and barriers to trade.
	<b>HT3 Content:</b> 2A Understand the costs involved in business and hw businesses make a profit <b>HT4 Content:</b> 2B Understand how businesses plan for success	<b>HT3 Content:</b> 6A Know about job roles and functional areas in business <b>HT4 Content:</b> 6B Produce documentation for specific job roles 6C Demonstrate interview skills and plan career development.	<b>HT3 Content:</b> 2A Intoroduction to the principles and purpose of marketing that underpin the creation of a rationale for a marketing campaign 3C Understand the purpose of accounting 3D Select and evaluate different sources of business finance <b>HT4 Content:</b> 2B Using information to develop the rationale for a marketing campaign 2C planning and developing a marketing campaign 3E Break even and cashflow forecasts 3F Complete staments of comprehensive income and financial position and evaluate a business's performance	<b>HT3 Content:</b> 4E Refeect on the running of the event and evaluate own skills development 6E Impact of change 6F Quality management <b>HT4 Content:</b> 5A Explore the international context for business operations 5B Investigate the international economic environment in which business operates
	<b>External assessment:</b> Assess of financial position of business X.	<b>Internal Assesment 6a:</b> Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples. <b>Internal Assessment 6b:</b> Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description.	<b>External Exam</b>	<b>Internal Assessment 5A:</b> Explore the international context for business operations <b>Internal Assessment 5B:</b> Investigate the international economic environment in which business operates

Summer term	Topic: Unit 2: Finance for Business	External Exam	Topic 1: Unit 8 Recruitment and selection processes Topic 2: Unit 27 Work experience in business	Topic 1: Unit 5 International Business
	Threshold concept focus:		Threshold concept focus:	Threshold concept focus:
	HT5 Fertile Q: How do businesses measure success and identify areas for improvement? HT6 Fertile Q: How do trends and the current environment impact a business?		Unit 8 Fertile Q: How does effective recruitment and selection contribute to business success? Unit 27 Fertile Q: What value can be gained from work experience?	Unit 5 Fertile Q: What is the impact of globalisation in a business?
	HT5 Substantive concepts: calculating gross and net profit; cost of sales; importance of financial statements; purpose of income statements; completing an income statement; calculating gross and net profit margins; purpose of statement of financial position (balance sheet); fixed and current assets; long-term and current liabilities; completing a statement of financial position; internal and external sources of finance; calculating working capital; calculating current ratio and liquid ratio; understand how businesses can increase profits; understand actions that arise from financial statements. HT6 Substantive concepts: National and local factors impacting businesses; impact factors; influences on business activity including technology, economic trends, cultural trends, social trends, ethical trends, political trends		Unit 8 Substantive concepts: Recruitment of staff, workforce planning, recruitment processes and links to business success; recruitment processes; selection processes; ethical and legal considerations in the recruitment process. Job applications; interview and skills; demonstration of work related competence; evaluation of documentation. Review and evaluation of mock interview; SWOT analysis, self critique of events; action planning to review weaknesses. Unit 27 Substantive concepts: Work related learning; outcomes and benefits of work experience; planning for work experience; application processes; induction activities; carrying out roles and activities within the extent and limitations of roles and responsibilities; working safely; reflection on knowledge gained, work skills, reflection on experience gained; using feedback and setting goals.	Unit 5 Substantive concepts: External influences on international trade; situational analysis; influence of the internet, international payment methods; influence of cultural factors; impact of cultural factors on international businesses. Strategies for operation internationally include subsidiary businesses, joint ventures, partnerships, agencies, licensing, franchising, sub-contracting and outsourcing; reengineering projects to meet the demand and preferences of international markets. Resource considerations include capital costs, revenue costs, expertise and intellectual capital, training costs for local labour, organisational structure of international businesses.
HT5 Content: 2C Understand how business measure success and identify areas for improvement HT6 Content: 3A Know how trends and the current business environment may impact on business	Content: 8A Examine how effective recruitment and selection contribute to business success 8B Undertake a recruitment and selection activity to demonstrate the processes leading to a successful job offer 8C Reflect on the recruitment and selection processes and your individual performance 27A Investigate opportunities of work-related learning 27B Carry out work experience in an appropriate and safe manner	Content: 5C Investigate the external factors that influence international businesses 5D Investigate the cultural factors that influence international businesses 5E Examine strategic and operational approaches to develop international trade		
July assessments	External Exam	Internal Assessment 8A: Examine how effective recruitment and selection contribute to business success Internal Assessment 8B: Undertake a recruitment activity to demonstrate the processes leading to a successful	Internal Assessment 5C: Investigate the external factors that influence international businesses Internal Assessment 5D: Investigate the cultural factors that influence international business	
		Internal Assessment 27A: Investigate opportunities for work-related learning Internal Assessment 27B: Carry out work experience in an appropriate and safe manner Internal Assessment 27C: Reflect on	Internal Assessment 5E: Examine the strategic and operational approaches to developing international trade	