

Year 9 BUSINESS						
Subject	1 Autumn	2 Autumn 2	1 Spring 1	2 Spring 2	1 Summer 1	2 Summer 2
Thinking Hard	ACQUIRING KNOWLEDGE: About the businesses around them and entrepreneurs. NOT FEARING FAILURE - Learning about famous business failures and how essential failure is to business. CREATING AMBITION - Understanding their own skills & traits and how they could help them be business people. BEING CREATIVE & DEVELOPING LITERACY - Designing projects based on entrepreneurs.	ACQUIRING KNOWLEDGE: Learning about Ownership types, hierarchies, functional areas, workers within a business. BEING CREATIVE - Problem solving skills & team work. CREATING AMBITION - Understanding of different job roles and how to 'climb the ladder'	ACQUIRING KNOWLEDGE: Learning about the basics of business finance. What ethics and sustainability means with regards to business. BEING CREATIVE & CREATING INDEPENDENCE & DEVELOPING LITERACY - Choosing their own projects to research and design a project on. CHANGING THE WORLD - Understanding the ethics of business and how we can alter how that continues.	ACQUIRING KNOWLEDGE: Students gain an insight into the recruitment process. DEVELOPING LITERACY, CREATING AMBITION & CREATING INDEPENDENCE - Creation of application documents based upon dream job.	CREATING AMBITION, BEING CREATIVE, DEVELOP OF LITERACY, CREATING INDEPENDENCE, MASTERY OF LEARNING, NOT FEARING FAILURE - All developed through personal project of designing their own business idea based upon their own hobbies & interests and pitching this to the rest of the class.	CREATING AMBITION, DEVELOPING LITERACY, BEING CREATIVE, CREATING INDEPENDENCE, MASTERY OF LEARNING, NOT FEARING FAILURE - All developed as Students must design a marketing campaign where they must consider their target audience, the brief they have been provided with by their employers. They must have a clear understanding of marketing concepts and buyer psychology.
Developing Character	Curiosity, grit and mindfulness developed through projects and discussions	Teamwork, curiosity and grit developed through projects and discussions as well as developing competitive elements.	Curiosity, grit, and mindfulness all developed as students complete projects on ethics & sustainability. Students will develop their thinking of morals, problem solving, debate/discussion and teamwork and may change their existing opinions due to exposure to new information	Develop curiosity, grit and mindfulness. Understand themselves and their current skills/abilities and learn how to be positive about themselves on paper and in practice interviews. Be able to critique and understand personal skills.	Understand their own hobbies/interests/skills could help create a future for themselves. Develop creativity, curiosity, grit and mindfulness as they must understand themselves. Develop speaking and listening skills to combat any shyness.	Develop creativity, curiosity & self assurance as they design the project to meet a need.
Understanding Diversity	UNDERSTANDING MENTAL & PHYSICAL DIVERSITY - Looking at different entrepreneurs and their backgrounds. Including entrepreneurs from a variety of racial backgrounds - Need to add perhaps gender/sexuality, disability? NO LIMITS TO YOUR DESTINATION - Seeing that your start point is not your end point.		UNDERSTANDING DEMOCRACY - Understanding different countries/work practices and the argument of legal vs moral. UNDERSTANDING ENVIRONMENTAL AND MENTAL/PHYSICAL DIVERSITY - Understand diversity in opinions as they debate moral issues. BEING A WORLD CITIZEN, ACQUIRING CULTURAL CAPITAL, LOCAL CONTEXT - Looking at social enterprise projects around the world and the causes they support and why. Also discussion of different countries being taken advantage of by western nations/businesses for profit.	UNDERSTANDING DEMOCRACY/MENTAL & PHYSICAL DIVERSITY, RESPECTING HUMAN RIGHTS How the application process must stay within diversity guidelines/laws & Understanding diversity in candidates and knowledge.	NO LIMITS TO YOUR DESTINATION, ACQUIRING CULTURAL CAPITAL, LOCAL CONTEXT - Understand and witness diverse ideas from a wide range of student backgrounds.	UNDERSTANDING ENVIRONMENTAL, MENTAL AND PHYSICAL DIVERSITY - Understand different audiences will be appealed to in different ways and different cultures have different constructs of what is popular. Discussion of stereotypes based potentially around race, gender, sexuality etc and the impact of stereotypes
Literacy Reading, Oracy	Reading article, skimming/scanning for online information. Students will analyse key terminology and their meaning	Reading and understanding. Students will analyse key terminology and their meaning and carry out practice questions	Students will need to present their own projects, discussion and debates in class around ethics. Students will analyse key terminology and their meaning and carry out practice questions	Students will analyse key terminology and their meaning and carry out practice questions	Students will analyse key terminology and their meaning and carry out practice questions. Students will also preset their pitches either to the whole class or to teacher after school	Students practice persuasive writing, explanations and will also analyse key terminology and their meaning
Gatsby, Careers		Careers discussions, positions of authority within a business, different job roles available & information on Bus Do Now task - Research the career of a Stockbroker to coincide with our Stock Market project and virtual investments.		All careers related content, how to get hired, practice CV and cover letting writing, roleplay of hiring, their place within work etc	Potential career path in creating business ideas, trying to see how businesses can give them a way to live.	Information on types of careers within marketing
Mental and Physical Well-being	Having understanding of their own strengths and possibly weaknesses as well. Helps them to understand the ability of themselves to improve etc.	Build skills in grit and resilience as they learn new content that is quite real world and mature.	Considering the bigger picture of the future world and how they could change it Considering the impact of business and ethics of businesses on people - Consideration of how this may affect mental and physical health around the world	Students will consider their own mental abilities, skills, traits etc that may aid them in getting job roles. Discussion of mindsets and ways to develop yourself to do well	Being given the opportunity to consider their own skill sets, passions, interests and how that can push them forwards in life.	Express themselves through creativity
Cross-Curricular Links	English skills, reference to famous people e.g. artists, political figures. SMSC - Spiritual understanding of self, cultural understanding of those around them	English skills, mathematics (logical thinking). RSHE - Exploring jobs/careers	SMSC - Social and cultural. English skills, maths skills in finance, world Geography - People and places	Logical thinking (maths) RSHE - Careers, English skills, letter writing, persuasive writing.	Art, Media, English (writing, speaking/listening skills) and any subjects that may come under the students interests e.g. dance/drama. SMSC- Understanding self, understanding the local area and context of societal needs.	Art, media, english through persuasive writing. RSHE with careers work. SMSC with understanding social constructs and cultural requirements within media
Extra-Curricular Links				Arranging for a local business person to come and speak to students about starting a business from passion, and what she feels the difficulties and positives are about running a business	Arranging for a local business person to come and speak to students about starting a business from passion, and what she feels the difficulties and positives are about running a business	School trip - Thorpe Park - Meet with staff, analyse their marketing, logo designs etc.
Precise Learning Endpoints We want students to learn/be able to:	SLE 1) Define: Businesses, entrepreneurship, skills & traits. SLE 2) Identify good entrepreneurial traits in others and themselves. SLE 3) Understand and discuss and entrepreneur successfully. SLE4) Understand and identify points of potential success and failure. SLE 5) Understand that failure is a part of business and a part of life.	SLE 1) Understand and identify the different ownership types and their strengths and weaknesses in theory and in role play. SLE 2) Define and understand the different structures of businesses & their advantages & disadvantages SLE 3) Define and understand the different roles that exist within businesses and their job expectations/duties	SLE 1: Define and calculate different finance calculations or terms. (profit, revenue, total costs, gross profit and net profit) SLE2: Define and identify variable and fixed costs that a business would have SLE 3: Define and understand ethics and sustainability, SLE4: Make decisions based on business and personal moral compasses and sustainability targets.	What we want students to learn/be able to do: SLE 1: Define and understand the recruitment and selection process. SLE2: Understand the key elements to CVs & cover letters SLE3: Write a persuasive CV and cover letter	SLE 1: Design a business idea, logo and presentation. SLE 2: Define and understand target audiences and how to appeal to them SLE 3: Be able to write a persuasive pitch that discusses the benefits and potentially shortcomings of their business	SLE 1: Define and understand key marketing concepts such as: target market, different marketing techniques, the differences in global marketing and buyer psychology. SLE 2: Be able to create a comprehensive and well reasoned marketing campaign to meet a brief.
Year 10 BUSINESS						
Subject	1 Autumn	2 Autumn 2	1 Spring term	2 Term	1 Summer term 1	2 Term
Thinking Hard	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING/ CREATING AMBITION -Understand what enterprise and entrepreneurs are. Be able to identify entrepreneurial characteristics which would aid an entrepreneurs success. Understand that risk is a key element to business. BEING CREATIVE/CREATING INDEPENDENCE - Design a business plan for a business.	ACQUIRING KNOWLEDGE/MASTERY OF KNOWLEDGE - Understand the different ownership types and not only be able to identify them and their advantages/disadvantages but be able to think critically and make decisions about which ownership type best suits different business scenarios. CREATING INDEPENDENCE - Be able to calculate revenue, costs, profit & loss & understand their use and place within business.	ACQUIRING KNOWLEDGE/MASTERY OF KNOWLEDGE - Understand the different aims and objectives that businesses may have - Be able to make decisions about which aims and objectives will suit different business scenarios. BEING CREATIVE & DEVELOPING LITERACY - Understand the different stakeholders and their impacts on businesses through role play and debate. Think critically and make decisions and debate stakeholder groups.	ACQUIRING KNOWLEDGE/MASTERY OF KNOWLEDGE Understand and different methods of growth that a business can use as well as understanding how they may be suitable to different business scenarios. Understand and identify the different methods of organisational structure and how they can impact how a business works.	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING. To understand the 4ps and their place in helping businesses to sell a product/ service. BEING CREATIVE - Role play different research methods and critically analyse the need for market segmentation. Understand how business communicate internally and with their customers making key decisions about marketing and communication.	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING & CREATING AMBITION - Understand the role of the HR department in supporting the business as well as the recruitment and selection and training and development processes through roleplay. BEING CREATIVE , Make key decisions about appropriate people to hire while understanding the impact of employment law upon businesses and their practices. Understand the different motivation techniques that businesses use to motivate and retain their employees.
Developing Character	Understand and develop entrepreneurial traits themselves. Develop curiosity, mindfulness, team work and presentation skills.	Develop problem solving skills, rational thinking and teamwork. Grit and gratitude for team work.	Develop team working, decision making and debate skills. Develop curiosity, grit and gratitude.	Develop team working and research skills. Develop curiosity, grit, decision making and gratitude.	Understand how the world markets towards them which may alter their thinking/buying habits. Develop curiosity and decision making.	Understand their own motivations which may help them to consider their mindsets. Develop curiosity, public speaking and decision making attitudes.
Understanding Diversity	UNDERSTANDING MENTAL/PHYSICAL DIVERSITY & NO LIMITS TO DESTINATION - Understand the backgrounds of different people can have an impact on their lives but can also be overwritten	GENDER AND RACIAL DIVERSITY within business structures and job roles. Neurotypical mindsets and impact on leadership roles	UNDERSTANDING MENTAL/PHYSICAL DIVERSITY - Understand the opinions of different social groups. LOCAL CONTEXT - Example businesses and effects on local society. UNDERSTANDING ENVIRONMENTAL DIVERSITY/ BEING A WORLD CITIZEN- Environmental concerns	BEING A WORLD CITIZEN, UNDERSTANDING DEMOCRACY Understand how different cultured businesses may struggle to come together in some growth methods. Discussion of the impact and morality of growth methods and touch on globalisation and its impact (more to come in year 11)	UNDERSTANDING MENTAL & PHYSICAL DIVERSITY, RESPECTING HUMAN RIGHTS - Consider the needs of different target audiences and how diverse these groups can be. Discussing the role of stereotypes within marketing, discussion of the impact of these stereotypes and encouraging students to question why stereotypes are still used so heavily in marketing for age, gender, sexuality, race etc.	UNDERSTANDING MENTAL & PHYSICAL DIVERSITY, RESPECTING HUMAN RIGHTS - UNDERSTANDING DEMOCRACY & BEING A WORLD CITIZEN. Understand the different employment laws supporting diversity in the workplace while also being aware of the discrimination that can and historically has/does taken place. (race, gender, age, sexuality, religious etc).
Literacy Reading, Oracy	Reading and responding to articles about entrepreneurs. Students will analyse command words and key terminology and their meaning and carry out practice questions	Develop oracy skills to discuss a problem and find a solution as a pair. Students will analyse command words and key terminology and their meaning and carry out practice questions	Debate skills, persuasive writing and language. Students will analyse command words and key terminology and their meaning and carry out practice questions	Student understanding of key words, skimming and scanning during research, writing a report on a merger/takeover. Students will analyse command words and key terminology and their meaning and carry out practice questions	Analysis of language use, persuasive writing. Students will analyse command words and key terminology and their meaning and carry out practice questions	Students will need to write persuasively to create job description/person specifications. Students will analyse command words and key terminology and their meaning and carry out practice questions
Gatsby, Careers	Understand entrepreneurial spirit, potential career inspiration	Potential career inspiration through running own business	Looking ahead to future prospects in potentially creating a business for themselves.		Potential inspiration for career choices	Information on the recruitment process, the difference between training and development methods, apprenticeships, roleplaying interviews, CVs & job descriptions/person specifications.
Mental and Physical Well-being	Understand stressors and mental health implications with running a business	Build skills in grit and resilience as they learn new content that is quite real world and mature. Independence and tackling tasks on their own	Develop self assurance and consider skills or traits that may help with setting aims and objectives.	Develop decision making. Build skills in grit and resilience as they learn new content that is quite real world and mature.	Understanding the psychology of buying and how we can be lead by businesses, how they can play upon our mental health and stereotypes.	Students may understand more about their own mental triggers when it comes to motivation, they will understand more the psychology behind this behaviour and perhaps what drives them.
Cross-Curricular Links	English skills, reference to famous people e.g. artists, political/media figures. Maths - Rational thinking. RSHE and SMSC with understanding self, mental health etc. Cultural diversity leading to success	English skills in rational thinking and forming explanations & arguments. Maths skills. RSHE & SMSC with careers	English - Debate skills, ICT - Research skills. RSHE and SMSC - Morality of decision making	ICT research skills. SMSC & RSHE - Morality of growth methods, cultural understanding	Media - Advertising/ promotion - English - Persuasive language/language analysis, maths - pricing methods. Psychology - Buyer behaviour. RSHE & SMSC - Morality and cultural understanding around media and marketing. Potential careers	English - Persuasive writing, SMSC- Morality/laws, Psychology - motivation methods
Extra-Curricular Links						
Precise Learning Endpoints: We want students to learn/be able to:	SLE 1) Define, understand and identify: Enterprise, entrepreneur, different entrepreneurial skills SLE 2) Define and explain the impact of the 3 key personal risks to an entrepreneur (financial, social and health) SLE 3) Define and understand the different parts of a business plan SLE 4) Understand and analyse the use/purpose of plans for businesses.	SLE 1: Define & understand all business ownership types and their advantages and disadvantages SLE 2: Make decisions about which ownership types suit different scenarios SLE 3: Define, understand and be able to use different key finance calculations and terms (Revenue, variable costs, fixed costs, gross profit, net profit)	SLE 1: Define and understand the difference between aims and objectives SLE 2: Define & understand the different key objectives that business have SLE 3: Make decisions about the most appropriate aims/objectives for a business depending on their scenario SLE 4: Define & understand the difference between internal and external stakeholders SLE 5: Identify and analyse the impact that stakeholders can have on businesses and vice versa	SLE 1: Define & understand the different methods of growth (Internal, external) . SLE 2: Make decisions about the most appropriate methods of growth for the scenarios given. SLE 3: Define and understand the different organisation structures. SLE 4: Analyse the advantages/disadvantages of the methods/structures SLE 5: Make decisions and justify the most appropriate for given business scenarios.	SLE 1: Define and understand: the 4ps (product price, place and promotion) and market segmentation, SLE 2: Understand and identify the role of the marketing department SLE 3: Define, identify and understand the different market research methods (Primary & secondary methods), the product life cycle, different advertising & pricing methods & market segmentation. SLE 4: Make and justify decisions about the most appropriate of the above for different business scenarios. SLE 5: Define and identify different communication methods. SLE 6: Analyse advantages/disadvantages and make decisions of the most appropriate communication methods	SLE 1: Understand: the role of the HR department, SLE 2: Identify, understand and analyse the advantages and disadvantages the different methods of training and development methods SLE 3: Understand and explain the stages and tasks within the recruitment and selection process SLE 4: Identify, understand and analyse the advantages and disadvantages of the the different ways to motivate employees SLE 5: Identify, understand and analyse and the laws surrounding the HR processes and how they would affect business. SLE 6: Make decisions about which of the above methods is most appropriate depending on different business scenarios
Year 11 BUSINESS						
Subject	1 Autumn	2 Autumn 2	1 Spring term	2 Term	1 Summer Term 1	2 Term
Thinking Hard	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING - Understand the importance of the finance department and how it works in relation to other business departments. Calculate different integral financial aids and to use the data to make decisions.	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING Understand and explore the different methods of production & their advantages & disadvantages . BEING CREATIVE & CREATING INDEPENDENCE - through role play and make appropriate decisions based on different business scenarios. Understand the importance of the different sales methods and customer service. Being able to critically analyse the advantages/disadvantages of the former and importance of the latter. Understand the different rights of customers and consumers.	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING - Understand the different factors that affect choosing locations for business. BEING CREATIVE & CREATING INDEPENDENCE Work together to role play the decision making for different businesses and putting forth their ideas to the class. Understand the role of the procurement department and the different factors that affect how they buy supplies.	ACQUIRING KNOWLEDGE/MASTERY OF LEARNING - Understand the economic cycle that all businesses face and identify where different products or businesses are on this scale. CHANGING THE WORLD- CHANGING THE WORLD - Understand the concept of being an ethical business and the effect the environment that surrounds businesses. Be able to identify and think critically about what affects the economy and how this in turn affects businesses. Evaluate how the globalisation of the world has altered how businesses work and if there positives/negatives of globalisation.	Revision on Year 11 Paper 2 content. See SLEs	
Developing Character	Grit and problem solving skills. Kindness, self control & gratitude - Moral thinking may be challenged	Develop teamwork and role play skills, creativity, grit, and self assurance through decision making and communication	Develop problem solving skills, rational thinking, communication and teamwork. Grit and gratitude for team work.	Develop grit, curiosity and critical thinking and problem solving skills.		
Understanding Diversity	LOCAL CONTEXT - Understanding how local, smaller and larger businesses will have different attitudes towards financial health within a business. Understanding current context e.g. how recent events like the pandemic, can alter financial situations for businesses	UNDERSTANDING MENTAL & PHYSICAL DIVERSITY, LOCAL CONTEXT- Understand the need of different customer groups.	LOCAL CONTEXT, ENVIRONMENTAL DIVERSITY, MENTAL AND PHYSICAL DIVERSITY - Understand the diversity involved in different areas of the country and how this will impact businesses. Start to investigate the thought process behind locating in other countries and the impact of this	UNDERSTAND ENVIRONMENTAL AND MENTAL/PHYSICAL DIVERSITY , LOCAL CONTEXT, RESPECTING HUMAN RIGHTS, BEING A WORLD CITIZEN AND ACQUIRING CULTURAL CAPITAL - Understand and be exposed to the different cultures that businesses must face if they are to operate globally. Understand racism that has occurred in business history, how western civilization has taken advantage of other countries natural resources for their benefit, discussion of the impact, positive and negative, of globalisation on business and host countries. Understand the diverse moral attitudes people have. Understand the different countries that people live in and different lives that businesses often take negative advantage of. Discussion of real world business scenarios and the morality of taking advantage of different races/ countries for profit. A look into the businesses that are trying to make a positive impact and fight for equality. We will always try to bring in recent events in this topic as well.		

Literacy Reading, Oracy	Reading and understanding information/data. Students will analyse command words and key terminology and their meaning and carry out practice questions	Key words, analysis skills. Students will analyse command words and key terminology and their meaning and carry out practice questions	Presentations to classmates - Oracy, creating arguments/explanations. Students will analyse command words and key terminology and their meaning and carry out practice questions	Students discuss and debate ethical and globalisation problems. Students will analyse command words and key terminology and their meaning and carry out practice questions.		
Gatsby, Careers	Potential inspiration for potential career path into the finance department Understanding their impact on the world, the choices they make that can be negative/positive- it will hopefully build into students the knowledge of the negative impact of businesses and how our choices matter and can affect the world positively.		Build skills in grit and resilience as they learn new content that is quite real world and mature. Develop skills in creativity that may allow them an outlet	Potential careers inspiration for jobs that deal with ethics within business or political interest with regards to the global economy		
Mental and Physical Well-being		Can help students to understand more of their own motivations, what their attitude towards work is e.g. happily working simple "monotonous" jobs VS stressful jobs		Understanding their place within the world and how they can impact or be impacted by it.		
Cross-Curricular Links	English skills, maths skills, SMSC- Morality.	English, SMSC & RSHE- Laws and cultural	English skills, Geography (social and physical), SMSC- Morality of location factors leading into globalisation	English, Geography, SMSC, RSHE		
Extra-Curricular Links						
Precise Learning Endpoints We want students to learn/be able to:	What we want students to learn/be able to do: SLE 1: Define the different sources of finance available to a business SLE 2: Make and justify decisions for appropriate sources of finance depending on the situations provided SLE 3: Define and calculate revenue, cost, profit, loss, profitability ratios, average rate of return, break even and cash flow SLE 4: Interpret data from profitability ratios, break even, average rate of return, and cash flow to assess the financial health of a business or to make decisions depending on the data required. SLE 3: Analyse the effectiveness of profitability ratios and cash flow in assessing the financial health of a business SLE 4: Analyse the effectiveness of break even and average rate of return in aiding a business to make appropriate decisions	SLE 1: Define and understand the different production methods SLE 2: Analyse the advantages and disadvantages of each of the methods SLE 3: Make decisions on which is most appropriate for different scenario. SLE 4: Define the different sales methods (face to face, telesales and E-commerce) SLE 5: Analyse the advantages and disadvantages of each of the sales methods SLE 6: Understanding and explain the different consumer laws SLE 7: Analyse what impact the different consumer laws may have on a business..	SLE 1: Define, identify, understand the different factors that may affect business location decisions SLE 2: Analyse the different factors and their actual effect on the decision making process. SLE 3: Make decisions, based on information given, and justify location choices based on scenarios. SLE 4: Define and Explain the role of the procurement department SLE 5: Explain and understand the interconnectedness of the procurement department and other business functional areas. SLE 6: Identify and explain the factors that affect supply.	SLE 1: Define and understand the terms ethics and sustainability SLE 2: Understand and identify the different ways that business can be ethical and sustainable SLE 3: Identify, explain and analyse the different environmental factors that businesses have to consider. SLE 4: Evaluate the positive and negative effects that being ethical can have on a business. SLE 5: Define and understand the economic cycle SLE 6: Define and understand recession, unemployment, globalisation SLE 7: Analyse how different factors affect the economy and in turn business itself. SLE 8: Identify, understand and analyse the different cultural barriers that businesses must consider when operating globally SLE 9: Analyse the potential advantages and disadvantages of operating globally.	SLE 1: Define, understand and calculate all business formulas and financial information. SLE 2: Be able to analyse financial data/information and make decisions or recommendations for the chosen businesses. SLE 3: Define, understand and explain the different production and quality methods a business might use and it's advantages and disadvantages SLE 4: Define, understand and analyse the economic cycle, recession, unemployment and globalisation and their potential effects on business and consumers.	