

# Mulberry Academy Woodside

## Business GCSE

### Curriculum Overview 2023 - 2024

#### Curriculum intent statement:

Business Studies at Mulberry Academy Woodside provides transferable skills allowing students to smoothly transition from an educational environment to a work environment by providing an insight into a multitude of business sectors and departments.

At Mulberry Academy Woodside, students studying Business will develop a business mind set and learn a range of life skills that can be used confidently in their future. These include enhancing team working, problem solving, independent learning and communication skills whilst instilling confidence to make themselves stand out in a competitive working environment.

Business Studies will also nurture students' creative side in developing marketing and promotional campaigns, planning and pitching a business idea whilst also developing their financial acumen when it comes to understanding personal finance in the form of mortgages, lending, savings and investments.

Numeracy and literacy is at the core of the department's ethos and a high level of written communication is expected in the written components. Students will develop confidence to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.

Our vision is to equip students with the skills needed to succeed in an ever changing global **economic** environment and create individuals with innovation at heart.

Y E A R 10	<b>KNOWLEDGE</b>	<p>Course introduction</p> <p><b>Topic 1.1 Enterprise and entrepreneurship</b></p> <p>1.1.1 The dynamic nature of business</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p> <p>Topic 1.2 Spotting a business opportunity</p> <p>1.2.1 Customer needs</p> <p>1.2.2 Market research</p>	<p>1.2.2 Market research</p> <p>1.2.3 Market segmentation</p> <p>1.2.4 The competitive environment</p> <p><b>Topic 1.3 Putting a business idea into practice</b></p> <p>1.3.1 Business aims and objectives</p> <p>1.3.2. Business revenues, costs and profits</p> <p>1.3.2 Business revenues, costs, and profits</p> <p>1.3.3 Cash and cash flow</p> <p>1.3.4 Sources of business finance</p>	<p><b>Topic 1.4 Making the business effective</b></p> <p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p>	<p><b>Topic 1.5 Understanding external influences on business</b></p> <p>1.5.1 Business stakeholders</p> <p>1.5.2 Technology and business</p> <p>1.5.3 Legislation and business</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p>	<p><b>Enhancement activity – Theme 1</b></p> <p>Consolidation of topic content.</p>	<p><b>Exam skills.</b></p> <p>Consolidation of topic content and development of exam technique and skills.</p>
	<b>SKILLS</b>	<p><b>Key Skills:AO1 &amp;AO2.</b> Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p>	<p><b>Key Skills:AO1 &amp;AO2.</b> Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p> <p>Analyse</p>	<p><b>Key Skills:AO1 &amp;AO2.</b> Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p> <p>Analyse</p>	<p><b>Key Skills:AO1 &amp;AO2.</b></p> <p>Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p> <p>Analyse</p> <p>Justify</p>	<p><b>Key Skills:AO1 &amp;AO2, A03.</b></p> <p>Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p> <p>Analyse</p> <p>Justify</p> <p>Evaluate</p>	<p><b>Key Skills:AO1 &amp;AO2, A03.</b></p> <p>Knowledge</p> <p>Identify</p> <p>Define.</p> <p>Complete the table</p> <p>Discuss</p> <p>Calculate</p> <p>Analyse</p> <p>Justify</p> <p>Evaluate</p>

Y E A R 11	<b>KNOWLEDGE</b>	<b>Introduction to Theme 2</b> <b>Topic 2.1 Growing the business</b> 2.1.1 Business growth 2.1.2 Changes in business aims and objectives	<b>Topic 2.2 Making marketing decisions</b>  2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place	<b>Topic 2.3 Making operational decisions</b> 2.3.1 Business operations 2.3.1 Business operations 2.3.2 Working with suppliers	<b>Topic 2.4 Making financial decisions</b>  2.4.1 Business calculations 2.4.1 Business calculations 2.4.2 Understanding business performance	<b>Topic 2.5 Making human resource decisions</b> 2.5.1 Organisational structures 2.5.1 Organisational structures
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		2.1.3 Business and globalisation 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business <b>Revision Theme 1</b>	2.2.5 Using the marketing mix to make business decisions <b>Revision Theme 1</b>	2.3.3 Managing quality 2.3.4 The sales process <b>Revision Theme 1</b>	2.4.2 Understanding business performance <b>Revision Theme 1</b>	2.5.2 Effective recruitment 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation <b>Revision Theme 1 and Exam Techniques</b>
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	<b>SKILLS</b>	<b>Key Skills:AO1 &amp;AO2, A03.</b> Knowledge Identify Define. Complete the table Discuss Calculate Analyse Justify Evaluate	<b>Key Skills:AO1 &amp;AO2, A03.</b> Knowledge Identify Define. Complete the table Discuss Calculate Analyse Justify Evaluate	<b>Key Skills:AO1 &amp;AO2, A03.</b> Knowledge Identify Define. Complete the table Discuss Calculate Analyse Justify Evaluate	<b>Key Skills:AO1 &amp;AO2, A03.</b> Knowledge Identify Define. Complete the table Discuss Calculate Analyse Justify Evaluate	<b>Key Skills:AO1 &amp;AO2, A03.</b> Knowledge Identify Define. Complete the table Discuss Calculate Analyse Justify Evaluate
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