

# Deyes High School Curriculum

## Business Studies

### Overarching curriculum, intent for Business Studies

- The intent of the Business Studies Department is to develop all student's knowledge, skills and understanding of the business world so they are prepared and ready for the world of work.
- KS4: To develop applied knowledge and practical skills in enterprise and marketing. We follow a design incorporating both practical and theoretical elements, which will prepare learners for further study of qualifications in enterprise, marketing or business.
- KS5: The Business Department intends to equip students with the essential skills and knowledge required to progress onto a business apprenticeship, or into a business-related job role. We enable students to acquire a range of transferable skills and knowledge which are highly regarded by employers

**Note:** The curriculum intent is cross mapped with unit specification aims to ensure suitability.

	<b>Content Taught</b>	<b>Rationale</b>
<b>YEAR 10</b>	The Cambridge Nationals Certificate in Enterprise and Marketing is designed for learners who wish to develop applied knowledge and practical skills in enterprise and marketing. It is designed with both practical and theoretical elements, which will prepare students for further study of qualifications in enterprise, marketing or business.  R065 content includes.	We start students on Unit R065 Design a business proposal which is a coursework unit but also covers aspects of the examination unit. This is followed by R066 Market and pitch a business plan. In year 11, students begin theory lessons in preparation for the exam unit R064 Enterprise and marketing concepts. This requires students to apply many aspects of knowledge developed in units R065 and 66  The rationale behind this sequence is that through completion of the coursework units, students inadvertently cover a lot of the

	<ul style="list-style-type: none"> <li>○ Be able to identify the customer profile for a business challenge</li> <li>○ Be able to complete market research to aid decisions relating to a business challenge</li> <li>○ Be able to develop a design proposal for a business challenge</li> <li>○ Be able to review whether a business proposal is viable</li> </ul> <p>R066 content includes.</p> <ul style="list-style-type: none"> <li>○ Be able to develop a brand identity and promotional plan to target a customer profile</li> <li>○ Be able to plan a pitch for a proposal</li> <li>○ Be able to pitch a proposal to an audience</li> <li>○ Be able to review the strength and weaknesses of a proposal and pitch</li> <li>• This unit is studied from March to July and then concluded in September of Year 11.</li> </ul>	<p>theory content for the exam unit which is R064 Enterprise and marketing concepts.</p> <p>Year 10 begins with Unit R065. Starting with coursework units gives students a solid foundation which is then developed through scenario based tasks and theory lessons.</p> <p>Knowledge is built through teaching of the content first, then is applied to the given scenario provided. Topics within units are interlinked so there is a natural progression from R065 to R066 and then on to R064 where previous knowledge is tested through external examination.</p> <p>Tasks within the coursework units develop knowledge. For example, students complete task A and this is further developed in task B</p> <p>Class teachers break down content so knowledge is grasped first, then students apply that knowledge showing a deeper understanding. This application revolves around the set scenario for each unit of coursework. In addition, knowledge is further evidenced through the grading structure which levels the command words used showing higher order thinking.</p>								
<b>YEAR 11</b>	<p>The Cambridge Nationals Certificate in Business and Enterprise offers opportunities to develop business skills demanded by employers in the UK today. This course enhances the learner's readiness for the world of work by developing transferable skills such as planning, research and analysis, working with others and effective communication.</p> <ul style="list-style-type: none"> <li>• R064 content includes:           <ul style="list-style-type: none"> <li>○ Understand how to target a market</li> <li>○ Understand what makes a product or service financially viable</li> </ul> </li> </ul>	<p>Finally, completing the exam in Year 11 gives students more time to develop exam skills and techniques meaning students can be more prepared for their exam experience. Knowledge is recalled from previous learning through R065 and R066 units to then build on R064 content.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center; padding: 5px;">R065</th><th style="text-align: center; padding: 5px;">Customer segmentation</th><th style="text-align: center; padding: 5px;">R064</th><th style="text-align: center; padding: 5px;">L01</th></tr> </thead> <tbody> <tr> <td style="text-align: center; padding: 5px;"></td><td style="text-align: center; padding: 5px;">Primary and secondary research methods in business</td><td style="text-align: center; padding: 5px;">R064</td><td style="text-align: center; padding: 5px;">L01</td></tr> </tbody> </table>	R065	Customer segmentation	R064	L01		Primary and secondary research methods in business	R064	L01
R065	Customer segmentation	R064	L01							
	Primary and secondary research methods in business	R064	L01							

	<ul style="list-style-type: none"> <li>○ Understand product development</li> <li>○ Understand how to attract and retain customers</li> <li>○ Understand factors for consideration when starting up a business</li> <li>○ Understand different functional activities needed to support a business start-up</li> </ul>		Financial terms	R064	LO2
			Types of pricing strategies	R064	LO4
			Concept of profit	R064	LO2
		R066	Branding	R064	LO3
			Brands and appealing to customers	R064/R065	LO1/LO1
			Promotional methods	R064	LO4
			Objectives for a pitch	R066	LO3
			Effective personal pitching skills	R066	LO3
			Importance of self-review	R066	LO3
			Reflection after delivering pitch	R066	LO3
			Review of business proposal	R065	LO4
		R064	Market segmentation	R065	LO1
			Types of costs	R065	LO4
			Calculating revenue/profit	R065	LO4
			Product differentiation	R066	LO1
			Pricing strategies	R065	LO4
			Business plan	R066	LO2/LO3
			Business functions	R064	LO1/LO5
YEAR 12	<ul style="list-style-type: none"> <li>• The Cambridge Technicals in Business qualification provides learners with the opportunity to develop an understanding of the business environment and to focus on a specific</li> </ul>		The rationale for this sequence focuses on the ability to cover both exam units in the first year. Unit 2 is the shorter unit and so is completed from September to December with first attempt at exam completed in the January series. Unit 1 is then studied and students sit this exam in June series.		

	<p>aspect of business through applied learning. In Year 12, students study both exam units;</p> <ul style="list-style-type: none"> <li>○ Unit 1 The business environment</li> <li>○ Unit 2 Working in business.</li> </ul>	<p>There is some cross over in knowledge in the two units but this sequence also allows for a practical look at exam results. We can then make informed decisions about those who need to re-sit in the next exam series/are highlighted.</p> <p>Overall grades depend on the combination of both exams and coursework units so it is imperative that we allow enough time to provide students with the chance to re-sit in the second year. In past years, students have been given three opportunities so completion the exam in the first year allows for this third attempt if needed.</p>
<b>YEAR 13</b>	<ul style="list-style-type: none"> <li>• Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment. In the second year of the course, students complete the coursework units which include:           <ul style="list-style-type: none"> <li>○ Unit 4 Customers and communication</li> <li>○ Unit 8 Introduction to human resources</li> <li>○ Unit 16 Principles of project management.</li> </ul> </li> </ul>	<p>Having completed both exams, students can now focus on the coursework units and as results for coursework are generally better than exams, it allows for an improvement in overall grade.</p> <p>In addition, we can predict the grade needed in all coursework units so students can work towards that in order to meet or exceed target grades.</p> <p>Overall this structure gives students the best opportunity to achieve the best possible grades in the exam units and allows them to ensure they strive to achieve the result needed in coursework based on predictions.</p> <p>Coursework entries are in December when one unit (Unit 8) is completed and banked and June, which gives students time to complete both Unit 4 and Unit 16.</p> <p>Units of coursework were chosen based on what we felt were students interests and also allowing for a good breath of knowledge in all 3 units.</p>