

Business

**“If you don’t have big dreams and goals,
you’ll end up working for someone that does.” *Unknown***

Summerhill students will be **valuable members of society**

Business students will be enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, creating jobs within the economy and developing new goods and services for consumers

Students will leave the classroom enriched with a broad and balanced perspective of business, as well as an inspiration for success and a passion to work hard in the community.

Students will be empowered to be proactive, creative and confident in adapting to the challenges caused by the ongoing social, legal, economic, political and technological changes in our modern world.

Summerhill students will be **skilled communicators**

Business students will be able to investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Students will become strong leaders who can manage a team of employees and communicate effectively with customers.

Summerhill students will be **knowledgeable**

Business students will be equipped with the skills to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.

Students will understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.

Our curriculum is underpinned by four key values:

- Courage** – doing what is right; being truthful; trying new experiences; taking risks in the pursuit of personal development
- Ambition** – having the highest aspirations and expectations of ourselves / others; being brilliant in all we do; having belief that challenges can be overcome with the right attitude and hard work
- Respect** – thinking about the way we interact with others; being considerate to ourselves, others and the environment; responding to expectations and working together in teams
- Effort** – investing time and energy to achieve success; always giving our best in everything we do; demonstrating resilience

Business Curriculum

Year	Key Features	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
10 GCSE	<p>3 periods per week 1 double lesson and 1 single lesson</p> <p>Pearson Edexcel GCSEs Business (2017)</p>	<p>Topic 1.1 Enterprise and entrepreneurship</p>	<p>Topic 1.2 Spotting a business opportunity</p>	<p>Topic 1.3 Putting a business idea into practice</p>	<p>Topic 1.4 Making the business effective</p>	<p>Topic 1.5 Understanding external influences on business</p>	<p>Topic 2.4 Making Financial decisions</p>
		<p>Introduction to the course</p> <p>1.1.4 The role of business enterprise & 1.1.6 The role of an entrepreneur</p> <p>1.1.1 Why new business ideas come about & 1.1.2 How new business ideas come about</p> <p>1.1.5 Adding value & 1.1.3 Risk and reward</p>	<p>1.2.1 Customer needs</p> <p>1.2.4 Market mapping</p> <p>1.2.2 Primary Market research</p> <p>1.2.5 The competitive environment</p> <p>1.2.2 Secondary Market research</p> <p>1.2.3 Market segmentation</p>	<p>1.4.3 Business location</p> <p>1.3.4 The importance of cash</p> <p>1.4.4 Marketing mix</p> <p>1.3.5 Cash flow forecasts</p> <p>1.3.2 Business revenue costs and profit</p> <p>1.3.3 Breakeven</p> <p>1.3.3 breakeven charts</p>	<p>1.3.1 Business aims and objectives</p> <p>1.4.1 Ownership and liability</p> <p>Section A assessment</p>	<p>1.4.2 Franchising</p> <p>1.3.6 Sources of finance</p> <p>1.4.5 Business plans</p>	<p>1.5.1 Stakeholders</p> <p>1.5.2 Technology and business</p>
Command words and skills		<p>MCQ (SA) Define (SB)</p>	<p>Explain (SA)</p>	<p>Complete the table (SA) Calculate (SA)</p> <p>Discuss (SA)</p>	<p>Analyse (SB)</p>	<p>Identify/ State/ Give (SB) Outline (SB)</p> <p>Justify</p>	<p>Complete the table (SA) Calculate (SA)</p>

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11 GCSE	<p>3 periods per week 1 double lesson and 1 single lesson</p> <p>Pearson Edexcel GCSEs Business (2017)</p>	<p>Topic 2.2 Growing a business</p> <p>Review of year 10</p> <p>2.1.1 Methods of growth</p> <p>2.1.2 Financing growth</p> <p>2.1.3 Changes in aims and objectives</p> <p>2.1.4 Business and globalisation</p> <p>2.1.5 Ethics</p> <p>2.1.6 Environment</p>	<p>Topic 2.3 Making marketing decisions</p> <p>2.2.1 Product</p> <p>2.2.2 Price</p> <p>2.2.4 Place</p> <p>2.2.3 Promotion</p>	<p>Topic 2.4 Making operational decisions</p> <p>2.3.2 Production</p> <p>2.3.5 Managing quality</p>	<p>Topic 2.5 Making human resource decisions</p> <p>2.3.3 Managing stock</p> <p>2.3.4 Procurement</p> <p>2.3.6 The sales process</p>	<p>2.5.1 Organisational structures</p> <p>Week five 2.5.2 Effective communication</p> <p>2.5.3 Ways of working</p> <p>2.5.4 Recruitment</p> <p>2.5.4 Training and development</p>	<p>2.5.5 Motivation</p> <p>Time to consolidate learning and review topics that were particularly challenging</p>
		<p>Analyse Justify Evaluate (on rotation)</p>					
Command words and skills							