

Curriculum Plans Business: Year 1

	Topic	Knowledge: By the end of the unit students will know:	Skills: What skills will students have developed by the end of this unit?	Key terms: What new key terms and vocabulary will be learnt in this unit?	Summative Assessment: How will pupils be assessed in this unit?
Michaelmas 1	Unit 1: What is Business?	<ul style="list-style-type: none"> - The purpose of businesses and their role in society. - Different forms of business ownership: sole traders, partnerships, and companies. - Business objectives and the importance of profit. 	<ul style="list-style-type: none"> - Analysing different business structures. - Interpreting the role of business in society. - Setting and evaluating business objectives. 	Sole trader, partnership, limited company, stakeholder, mission statement, profit, revenue, objectives, added value	<ul style="list-style-type: none"> - Short-answer questions on business forms. - Case study analysis of business structures. - End-of-unit test.
Michaelmas 2	Unit 2: Managers, Leadership, and Decision Making	<ul style="list-style-type: none"> - The role of managers and different leadership styles. - Theories of leadership and decision-making processes. - Importance of decision making in achieving objectives. 	<ul style="list-style-type: none"> - Evaluating different leadership styles. - Applying decision-making models to real business scenarios. 	Leadership, management, decision-making, autocratic, democratic, laissez-faire, decision trees, opportunity cost	<ul style="list-style-type: none"> - Essay on leadership styles. - Case study on decision-making models. - Leadership analysis in a real-world business context.
Lent 1	Unit 3: Decision Making to Improve Marketing Performance	<ul style="list-style-type: none"> - The purpose and importance of marketing in business. - Marketing objectives and strategies. - Market segmentation and targeting. 	<ul style="list-style-type: none"> - Developing marketing strategies. - Analysing market segmentation data. - Applying marketing theories to case studies. 	Marketing mix, segmentation, targeting, positioning, brand, market research, product life cycle, promotion	<ul style="list-style-type: none"> - Data response questions on market segmentation. - Marketing strategy essay. - End-of-unit test on marketing decisions.
Lent 2	Unit 4: Decision Making to Improve	<ul style="list-style-type: none"> - The importance of operations management in business. - Key performance objectives for operations (cost, quality, flexibility, 	<ul style="list-style-type: none"> - Interpreting operational data. - Analysing productivity and efficiency in operations. 	Operations, productivity, efficiency, capacity utilization, economies of	<ul style="list-style-type: none"> - Data response on operational performance. - Short-answer questions on productivity. - End-of-unit test with data analysis and essay.

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	Operational Performance	dependability, and speed). - Efficiency and productivity.	- Developing strategies to improve performance.	scale, lean production, quality assurance	
Trinity 1	Unit 5: Decision Making to Improve Financial Performance	- The role of financial management in a business. - Key financial objectives and sources of finance. - Analysing financial performance using ratios.	- Interpreting financial data. - Applying financial ratios to evaluate performance. - Making finance-related decisions.	Profit, revenue, cost, cash flow, break-even, liquidity, gearing, profitability, return on capital, investment appraisal	- Financial ratio calculation task. - Case study on financial decision-making. - End-of-unit assessment with data response and essay.
Trinity 2	Unit 6: Decision Making to Improve Human Resource Performance	- The role of human resource management in business. - Workforce planning and key HR objectives. - Theories of motivation and leadership in HR management.	- Analysing HR data. - Applying motivation theories to improve workforce performance. - Evaluating HR strategies in real businesses.	Human resource management, motivation, workforce planning, labour productivity, absenteeism, Maslow's hierarchy, Herzberg's two-factor theory	- Essay on motivation theories. - Case study on HR strategy. - End-of-unit test with data interpretation and essay.

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Assessment Opportunities Overview

Short-Answer Questions: Focused on the understanding of key terms and basic concepts across each unit.

End-of-Unit Tests: Each unit will conclude with a test combining multiple-choice questions, short-answer questions, and essays to assess student understanding and application of content.

Essays: Extended essays will be used to develop critical thinking and analytical skills, particularly in units like leadership styles, marketing strategies, and financial performance.

Case Study Analysis: Students will apply theoretical knowledge to real-world business scenarios, analysing how businesses make decisions in areas such as operations, finance, and marketing.

Data Response Tasks: Tasks involving interpretation of real-world business data will be used to assess understanding in operational and financial performance units.