



# Business



Archdiocese of Liverpool

## Curriculum intent:

Studying Business will ensure pupils develop as enterprising individuals with the ability to think commercially and creatively, demonstrating business acumen, drawing upon evidence to make informed business decisions and solve business problems. The curriculum will facilitate pupils to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts, using an enquiring, critical approach to make informed judgements, demonstrating their depth and breadth of understanding of business within a global and ethical context. Pupils will develop a range of skills including the ability to make judgements and analyse contexts through extended writing as well as developing and applying quantitative skills relevant to business, including using and interpreting data. Business will develop a commercial acumen and develop pupils' love of Business, Economics and Accounting providing an informed pathway for post 16 education.

## Year 11

	Content	Concepts and Skills
TERM 1	<p><b>Growing the business</b></p> <p><b>Making marketing decisions</b></p>	<p>Organic and inorganic business growth</p> <p>Changes in business aims and objectives</p> <p>Business and globalisation</p> <p>Ethics, the environment and business</p> <p>Product and the design mix</p> <p>pricing strategies</p> <p>promotion strategies for different market segments</p> <p>methods of distribution</p> <p>Using the marketing mix to make business decisions</p>
TERM 2	<p><b>Making operational decisions</b></p> <p><b>Making financial decisions</b></p>	<p>Business operations</p> <p>Working with suppliers</p> <p>Managing quality</p> <p>The sales process</p> <p>Business calculations</p> <p>Understanding business performance</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions</p>
TERM 3	<p><b>Making human resource decisions</b></p>	<p>Organisational structures</p> <p>Effective recruitment</p> <p>Effective training and development</p> <p>Motivation</p> <p>Examination gap analysis and revision / skills practise</p>

