

Area of study

Your child will learn about ... (Knowledge)

Your child will be able to... (Skills)

Autumn term

Business activity & marketing

- 1.1 The role of business enterprise and entrepreneurship
- 1.2 Business planning
- 1.3 Business ownership
- 1.4 Business aims and objectives
- 1.5 Stakeholders in business
- 1.6 Business growth
- 2.1 The role of marketing
- 2.2 Market research
- 2.3 Market segmentation

- These topics encompass a wide range of skills, including critical thinking, problem-solving, communication, and strategic planning. Students will also gain insights into the dynamics of the business world and how businesses operate effectively in various contexts. These skills are valuable for future careers in entrepreneurship, management, marketing

Spring Term

Marketing & people in business

- 2.4 The marketing mix
- 3.1 The role of human resources
- 3.2 Organisational structures and different ways of working
- 3.3 Communication in business
- 3.4 Recruitment and selection

- These topics will equip students with a well-rounded set of skills necessary for managing marketing activities, human resources, and organisational structures within a business. They will also develop crucial interpersonal and communication skills needed to succeed in various business roles and industries.

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Summer term 1

People in
business

- 3.5 Motivation and Retention
- 3.6 Training and development
- 3.7 Employment law

Students will then develop knowledge of effective pitching strategies to respond to a brief given by Southampton Solent University.

- Confidently articulate their ideas after extended research and analysis.
Develop confidence in pitching their ideas and convincing stakeholders.

Summer term 2

Area of study

Your child will learn about ... (Knowledge)

Your child will be able to... (Skills)

Autumn term

Business operations

- 4.1 Production processes
- 4.2 Quality of goods and services
- 4.3 The sales process and customer service
- 4.4 Consumer law
- 4.5 Business location
- 4.6 Working with suppliers

- Assess the viability and successes of different processes involved in the operation of business and justify their reasons.

Spring Term

Finance

- 5.1 The role of the finance function
- 5.2 Sources of finance
- 5.3 Revenue, costs, profit and loss
- 5.4 Break-even
- 5.5 Cash and cash flow

- Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions, including:
 - information from graphs and charts
 - profitability ratios (gross profit margin and net profit margin)
 - financial data, including profit and loss, average rate of return and cash flow forecasts
 - marketing data, including market research data
 - market data, including market share, changes in costs and changes in prices.

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Summer term 1

Influences on business and the interdependent nature of business

- 6.1 Ethical and environmental considerations
- 6.2 The economic climate
- 6.3 Globalisation
- 7. The interdependent nature of business

Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions through a more holistic approach where students are able to bring together a range of skills they have developed throughout the course to interpret the interdependent nature of business.