



BUSINESS STUDIES DEPARTMENT

Curriculum Overview



The curriculum at West Derby School reflects the aspirations we have for all students. It is designed to be as ambitious as the National Curriculum, offering a first-class education that is rich in knowledge and skills, whilst also being broad and balanced throughout the key stages. In Business we aim to develop confident entrepreneurs who are problem solvers, risk takers and capable of applying their knowledge to real-life situations.

Departmental Overview

The Business Department comprises four specialist teachers based in computer suites within the ICT and Business Department. Each classroom has an interactive whiteboard and all pupils will have access to Moodle which will contain all course materials as well as extension activities and assessment opportunities. Students regularly take part in extra-curricular activities such as the Student Investor Challenge and company visits, including visits to the International Festival of Business and Google Garage. Students will also work together in Year 10 on an enterprise activity to raise money for a local charity of their choice.

The department has worked tirelessly to ensure that the Computing curriculum is accessible for all students. Resources and teaching methods are adapted to ensure that all students, regardless of SEN background, are able to experience the full Computing curriculum that we offer. All students are invited to study Computing at KS4 and 5.

Departmental Staff

Mr G Roberts Head of ICT, Computing and Business Faculty

Mr M Keegan Head of Business Studies

Mrs D Cook Teacher of Business Studies

Mr K Dempsey Teacher of Business Studies

S Wilkinson SLT Line Manager

Year 10/11 L2 Enterprise and Marketing (KS4)

Examination/Specification Board

OCR Cambridge Nationals/London Institute of Banking & Finance

Business aim for Year 10

The aim of the curriculum in Year 10 is to allow all pupils to gain a practical understanding of developing a product from market research findings to pitching this new product to an audience. This will involve pupils looking in detail at market segmentation, market research, branding and being able to calculate the financial viability of new business proposals.

Business aim for Year 11

The aim of the curriculum in Year 11 is to develop pupils understanding of the key concepts of enterprise and marketing. This includes developing their knowledge of market segmentation, market research and branding further. Alongside this pupils will also learn about the different costs a business may incur, the product life cycle, pricing strategies and the role of different business functions.

Curriculum Overview

	Term 1	Term 2	Term 3
<i>Year 10</i>	RO68-Design a business proposal <ul style="list-style-type: none"> • Market segmentation • Market research • Designing products • Calculating financial viability 	RO68-Design a business proposal <ul style="list-style-type: none"> • Market segmentation • Market research • Designing products • Calculating financial viability 	RO69-Pitch a business proposal <ul style="list-style-type: none"> • Branding • Designing a business pitch • Business pitch to an audience • Reviewing a business proposal
<i>Year 11</i>	RO67-Enterprise and Marketing <ul style="list-style-type: none"> • Understanding customer needs • Market segmentation • Market Research • Costs, Revenue and Profits • Break Even Point • Pricing decisions • Business ownership • Sources of finance • Business functions 	Money Matters <ul style="list-style-type: none"> • Saving • Making the most of your money • Borrowing • Risk and reward • Security and fraud • The world of work 	Exam preparation and exam tips for RO67 exam

New Knowledge (what a pupil should know by the end of Year 11)

Pupils should have a detailed understanding of how businesses operate and in particular how their marketing departments operate in order to maximise profits. Pupils should also know what makes a brand successful and why brand identity is important.

New Skills

Pupils should also be able to confidently calculate profit, total revenue, total costs and calculate the break-even point for a given scenario. Pupils will also be able to confidently pitch a business proposal to an audience.

Disciplinary Vocabulary

All key vocabulary will be on Moodle for each unit so that it is available for all pupils. Some of the key terms which are important for success on the course include:

- Revenue
- Profit
- Product Life Cycle
- Fixed and variable costs
- Break-Even Point
- Customer profile

Prior Learning and Recall

Pupils will have covered some market research in Year 9 in their computing and finance course and should remember the difference between primary and secondary market research and what market segmentation means.

Examinations/Key Assessments

CAMNAT Business: RO67 (external written exam), RO68 (Controlled assessment-Design a business proposal), RO69 (Market and pitch a business proposal). Pupils will also complete a progress task for each Learning Objective (LO) for RO67 with feedback given as well as mock examinations in Year 11 in exam conditions. Coursework will be marked in detail by the class teacher, informing pupils of how they are doing, highlighting areas of weakness and strength. Pupils are also taught to mark their own work and the work of their peers. This allows pupils to understand how their work is assessed and how it can be improved.

Homework

Homework is set on a weekly basis and recorded via Moodle. The homework set will relate to the topic being taught and may include;

- Written responses to questions, data or worksheets.
- Investigative research.
- Interactive quizzes.
- Projects including coursework.
- Revision of subject content in preparation for unit tests.

How Parents can Help

The department considers parents as a valuable resource in helping to monitor their children's progress by ensuring they have a good attendance record so that they do not fall behind in controlled assessments.

- Ensure that basic equipment is brought to each lesson. A pen, pencil and ruler are the minimum requirements.
- Encourage the use of the Internet for homework completion and revision
- Ensure pupils revise for assessment tests.

Year 12/13 Business Studies (KS5)

Examination/Specification Board

Level 3 (OCR Cambridge Technical Extended Certificate in Business)

Curriculum Overview

Business Studies looks at how organisations work, grow and succeed. It examines the consequences of 'Business behaviour' from the perspective of a number of stakeholders including customers, managers, shareholders and employees. With our economy on the move again, our country will need successful business people. This course aims to set you up to become one of these highflying Business people. Throughout this course you will look at topics such as; planning and financing a business, managing a business, strategies for success and the business environment.

	Term 1	Term 2	Term 3
Year 12	Unit 5-Marketing <ul style="list-style-type: none"> • Understand how marketing works • Perform market research • Validate and present market research findings 	Unit 1-The Business Environment <ul style="list-style-type: none"> • Different types of businesses • Business objectives • Functional areas of a business • Organisational structures • Assessing financial health of a business • Stakeholders • External influences on a business • Business plans • Assessing business performance 	Unit 2-Working in Business <ul style="list-style-type: none"> • Business protocols • Business meetings • Business documents • Prioritising business tasks • Communicating with stakeholders
Year 13	Unit 4-Customers and Communication <ul style="list-style-type: none"> • Understand who customers are • How to communicate with customers • How to establish a rapport • Verbal, non-verbal and listening skills • Constraints on business communications 	Unit 19-International Business <ul style="list-style-type: none"> • Globalisation • Opportunities of operating globally • Challenges of operating globally • International expansion strategies • International trading environment 	Unit 1 and Unit 2 Examinations <ul style="list-style-type: none"> • Unit 1 pre-release • Unit 1 12 mark question preparation • Unit 2 exam preparation • Past Papers • Key word quizzes

New Knowledge (What pupils will know by the end of Year 13)

Pupils should have a detailed knowledge of the different types of business ownership and liability when owning a business. Pupils should also have a good understanding of different organisational structures and how that can impact on communication. Pupils will also discover what external factors can influence a business (PESTEL) and how these can impact on the performance of a business. Pupils will also have a thorough understanding of how businesses operate on a daily business, the forms and documents that are needed and how businesses prioritise tasks in order to maximise efficiency.

New Skills

Pupils will be able to calculate profit/loss and break-even output/quantity. Pupils will also have developed their conflict resolution and communication skills during a role play which will help them in their future careers.

Disciplinary Vocabulary

All key vocabulary will be on Moodle for each unit so that it is available for all pupils. Some of the key terms which are important for success on the course include:

- Revenue
- Profit
- Fixed and variable costs
- Break-Even Point
- Protocols
- Globalisation
- Hierarchy/Span of control
- Liability
- Rapport
- Ethical factor
- Prioritising
- ONS
- Royalties
- Licensor

<https://www.ocr.org.uk/Images/273311-command-verbs-definitions.pdf>

Prior Learning and Recall

Pupils who have studied L2 Enterprise & Marketing will be able to use this knowledge to help them with their Unit 5 coursework which focuses on performing market research for a fictional business. Pupils who studied L2 Enterprise & Marketing should also be able to calculate profit/loss, revenue and break-even point compared to pupils who have not studied Business before.

Examinations/Key Assessments

There are five units of work (2 compulsory externally examined units 1 and 2, then three optional controlled assessment units) each one is mark internally then externally assessed to be verified. Three controlled assessment units are covered in Year 12 and two examined units in Year 13. Grades awarded are Distinction* equivalent to A*, Distinction equivalent to A, Merit equivalent to C, Pass equivalent to E. The coursework units will involve deadlines that all pupils will be expected to meet to ensure all work can be externally moderated. Pupils will also complete a progress task for each Learning Objective (LO) for Unit 1 and Unit 2 with feedback given as well as mock examinations in Year 11 in exam conditions. Coursework will be marked in detail by the class teacher, informing pupils of how they are doing,

highlighting areas of weakness and strength. Pupils are also taught to mark their own work and the work of their peers. This allows pupils to understand how their work is assessed and how it can be improved.

Homework

Homework is set on a weekly basis and recorded via Moodle. The homework set will relate to the topic being taught and may include;

- Written responses to questions, data or worksheets.
- Investigative research.
- Interactive quizzes.
- Projects including coursework.
- Revision of subject content in preparation for unit tests.

How Parents can Help

Encourage your son/daughter to complete assignments via Moodle. All pupils should keep up to date with current business news as this can be helpful in exams and/or coursework for examples.

- Ensure that basic equipment is brought to each lesson. A pen, pencil and ruler are the minimum requirements.
- Encourage the use of the Internet for homework completion and revision
- Ensure pupils revise for assessment tests.
- Ensure pupils are completing all coursework and uploading it to Moodle to be assessed.