

ABC Links to literacy

We develop literacy through reading literature aloud, particularly real life business scenarios that we apply business specific knowledge to.

AUTUMN - 2

Topic name: **Marketing Mix**

Why study this topic?

The interdependence between the product, price, place and promotion is essential to get right in order for a product to sell successfully. In this section, we look at each 'P' in turn and what a business needs to consider for each part. We also look at what happens when marketing goes wrong and how this can impact a business.

SPRING - 2

Topic name: **External Influences**

Why study this topic?

A business cannot control the external environment, eg. Tax rates, but they need to be able to adapt their strategy according to what is going on in the wider world.

Topic name: **Exam Technique**

Why study this topic?

Students sit their exam in March of Year 10 so there is a large focus on exam technique in the term when the exam takes place.

SUMMER - 2

Topic name: **Human Resources**

Why study this topic?

This topic will teach me how important employees are to a business and how important it is to get the recruitment process right.

Topic name: **Legal Considerations**

Why study this topic?

I will understand the legal considerations that go into the recruitment process and the running of a business. If these elements are not controlled and regularly updated, a business can be fined and potentially shut down.

Subject Intent statement

Our intent is to develop critical thinkers that are well equipped with business knowledge to compete in the wider working world. We are passionate that students need to be able to apply their classroom learning in everyday life post Oasis, which aligns beliefs with the ENFIELD way of leading, excelling, aspiring, nurturing and resilience. Our curriculum prepares well rounded learners who are financially literate and aspiring leaders of the future.

SPRING - 1

Topic name: **Operations**

Why study this topic?

Through studying this topic, I will learn about the different ways a product is made, and why different products are made in different ways.

Topic name: **Internal Influences**

Why study this topic?

By learning about what else can affect a business, a business is able to control different factors that determine their success, other than the product itself. For example, how employee motivation and customer service can impact a business.

SUMMER - 1

Topic name: **Business Research**

Why study this topic?

Through studying this topic, I will be able to understand why market research is so important to a business and the different methods it can be gathered.

Topic name: **Business Growth**

Why study this topic?

This topic will help me understand the different methods that a business can use to grow, whether that be internally or externally. I will also look at businesses who have grown in different ways and how that has contributed to their success.

123 Links to Numeracy

In Business, we use mathematics to analyse a business' performance and their financial position. It is important to know the financial side of business as this shows monetary progress.

AUTUMN - 1

Topic name: **Entrepreneur**

Why study this topic?

Knowing about what skills and characteristics you need to be an entrepreneur is important to determine business success

Topic name: **Legal Structures**

Why study this topic?

This topic will show the different types of ownership a business might have, either working on your own on a smaller sole trader scale, or becoming a limited company to boost the business' reputation and the benefits/drawbacks of these options.