

Curriculum Intent Overview

At the Ripley Academy the Business department aim to inform students about businesses, the world around them and the everyday role that Business plays within it. We aim to inspire and engage the young entrepreneurs of the future and get our students thinking in innovative and creative ways. We seek to deliver an entirely new area of study to our students and through following the Eduqas specification, we engage students in relevant and impactful lessons to develop a deep understanding of the ever-changing Business landscape. Throughout their study, students will cover a wide range of key areas including marketing, human resources and finance, and will develop skills and experiences that they can apply in their everyday lives.

Year 10

Unit Title	Unit Overview	Prior Knowledge / skills	New Learning
Unit 1 - Business Activity	Learners need to understand the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit. At the heart of business activity is enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives. These objectives often adapt as businesses grow and as the market and competitive environment in which they operate changes. Business organisations vary in size and ownership and operate in local, national and global contexts to satisfy a range of stakeholders.	<ul style="list-style-type: none">• Extended writing skills• Teamwork skills• Tier 2 Vocabulary (e.g. Describe, explain)	<ul style="list-style-type: none">• Goods and Services• Entrepreneurs and Enterprise• Private Vs Public Sectors• Business Plans• Aims and Objectives• SMART Objectives• Unlimited Vs Limited Businesses• Sole Traders and Partnerships• Ltds and PLCs• Organic Vs Inorganic Growth• Economies of Scale• Mergers and Takeovers



			<ul style="list-style-type: none"> • Horizontal, Vertical and Conglomerate Integration • Locational Factors • Siting Factors
Unit 2 – Influences on Business	Learners need to understand that all businesses operate in an external environment and there are a number of external influences that impact on business activity. The success or failure of a business will often depend on its willingness and ability to recognise and anticipate these external influences. It is important that businesses respond to these influences in order to remain competitive and achieve their aims and objectives. External influences can impact on a business and its stakeholders in a number of diverse and conflicting ways.	<p>Unit 1:</p> <ul style="list-style-type: none"> • 1.1 Nature of Business Activity • 1.2 Providing Goods and Services • 1.3 Business Enterprise • 1.4 Business Planning • 1.5 Aims and Objectives • 1.6 Business Ownership • 1.7 Business Growth • 1.8 Business Location 	<ul style="list-style-type: none"> • Digital technology • Technological Economies of Scale • Ethics and Morals • Corporate Social Responsibility • Environmental impacts • GDP • Interest Rates • Direct and Indirect Taxation • VAT, Corporation Tax • Globalisation • Multi-National Corporations (MNCs) • Trade • Consumer Protection Law • Employment Law
Unit 3 – Business Operations	Learners need to understand that business operations are concerned with the efficient management of the key functions and resources within a business to maximise profit. Businesses will organise their operations in different ways, depending on their size, the types of goods or services they sell and the markets they operate in. These different	<p>Unit 1:</p> <ul style="list-style-type: none"> • 1.1 Nature of Business Activity • 1.2 Providing Goods and Services • 1.4 Business Planning • 1.5 Aims and Objectives • 1.6 Business Ownership <p>Unit 2:</p>	<ul style="list-style-type: none"> • Job Production • Batch Production • Flow Production • Lean Production • Kaizen • Quality Control • Quality Assurance • Total Quality Management (TQM)



	<p>contexts will also affect decision-making on how a business operates.</p>	<ul style="list-style-type: none"> • 2.1 Technological Influences • 2.2 Ethical Influences • 2.3 Environmental Influences • 2.5 Impacts of Globalisation 	<ul style="list-style-type: none"> • Procurement • Logistics • Stock Control • Just-in-time Production • Just-in-case Production • Lead time • Reliability • Stages of the Sales Process • Customer Service • Business interaction with customers • Online Customer Service
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Year 11

Unit Title	Unit Overview	Prior Knowledge / skills	New Learning
Unit 6 – Human Resources	<p>Learners need to understand that human resources focus on the human function within a business. It involves the recruitment, training, organisation, retention, development and motivation of employees. Human resource managers will work with other business functions to contribute and direct the business aims and objectives. Businesses will organise their human resource function in different ways, depending on their size, the goods and services</p>	<p>Unit 1:</p> <ul style="list-style-type: none"> • 1.2 Providing Goods and Services • 1.3 Business Enterprise • 1.4 Business Planning • 1.5 Aims and Objectives • 1.6 Business Ownership <p>Unit 2:</p> <ul style="list-style-type: none"> • 2.1 Technological Influences • 2.2 Ethical Influences 	<ul style="list-style-type: none"> • Stages of the Recruitment Process • Job descriptions & Person Specifications • Internal & External Job advertising • Curriculum Vitae (CVs) • Job Interviews • On & Off the Job Training • Induction Training



	<p>they sell and the markets they operate in. Human resources decision-making will also be affected by these different contexts.</p>	<ul style="list-style-type: none"> • 2.4 Economic Influences • 2.5 Globalisation • 2.6 Legal Influences <p>Unit 3:</p> <ul style="list-style-type: none"> • 3.1 Production Methods 	<ul style="list-style-type: none"> • Financial & Non-financial Motivation • Tall, flat, wide & narrow structures • Delegation and Span of Control • Flexible Workforces – Flexible hours, Zero-hours, Home working & Job Sharing • Trade Unions & Industrial Action
Unit 5 - Marketing	<p>Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way. Marketing affects all functions of a business and includes a wide range of activities including researching the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix. Businesses will organise their marketing function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Marketing decision-making will also be affected by these different contexts.</p>	<p>Unit 1:</p> <ul style="list-style-type: none"> • 1.2 Providing Goods and Services • 1.3 Business Enterprise • 1.4 Business Planning • 1.5 Aims and Objectives • 1.8 Business Location <p>Unit 2:</p> <ul style="list-style-type: none"> • 2.1 Technological Influences • 2.2 Ethical Influences • 2.3 Environmental Influences • 2.4 Economic Influences • 2.5 Globalisation <p>Unit 3:</p> <ul style="list-style-type: none"> • 3.1 Production Methods • 3.2 Quality • 3.4 Sales Process 	<ul style="list-style-type: none"> • Marketing • Market Segmentation • Age segmentation • Gender segmentation • Income segmentation • Geographic segmentation • Lifestyle segmentation • Mass markets and Niche markets • Customer profile • Methods of Market research • Primary and Secondary research • Quantitative and Qualitative data • Marketing Mix/4P's • Product Portfolio • Unique Selling Point (USP) • Product Life Cycle • Pricing Strategies • Methods of Promotion



			<ul style="list-style-type: none"> • Channels of Distribution
<p>Unit 4 - Finance</p>	<p>Learners need to understand that the finance function manages the financial activities of a business. It will have a number of roles including start-up finance, the preparation and creation of financial accounts, maintaining financial records, paying bills and analysing financial performance. Businesses will organise their finance function in different ways, depending on their size, the goods and services they sell and the markets they operate in. The financial decisions made by businesses will also be affected by these different contexts.</p>	<p>Unit 1:</p> <ul style="list-style-type: none"> • 1.1 Nature of Business Activity • 1.4 Business Planning • 1.5 Aims and Objectives • 1.6 Business Ownership <p>Unit 2:</p> <ul style="list-style-type: none"> • 2.4 Economic Influences • 2.5 Globalisation <p>Unit 5:</p> <ul style="list-style-type: none"> • 5.6 Price <p>Unit 6:</p> <ul style="list-style-type: none"> • 6.1 Recruitment • 6.3 Motivation • 6.6 Working Practises 	<ul style="list-style-type: none"> • Internal & External Sources of Finance • Revenue, Gross & Net Profit • Variable, Fixed & Total Costs • Costs of Sales & Expenses • Break-even • Calculating a Profit & Loss Account • Ratios – Gross & Net Profit Margins • Improving Profitability • Cash Flow Forecast Calculation • Managing Cash Flow • Analysing Financial Performance