


Westfield Academy - Curriculum Information

Students will learn how market research gives the entrepreneur an insight into the wants and needs of its customers so that goods and services can be developed. They will also study how to judge the financial viability of a business proposition.

BUSINESS ENTERPRISE AWARD

Head of Department	J Otung	
Head of Department email	Jao@westfield.academy	
Lessons per 2 week cycle	5	
Specification/Board details/Key stage	Pearson Edexcel GCSE Business	

Term by term

Year 10 – Theme 1

Autumn 1	Autumn 2	Spring 1
Students will understand about being an entrepreneur, the risks and rewards involved and the role involved	Students will understand the difference between customer needs and wants. Students will learn about market research, market segmentation and the competitive environment.	Financial calculations (Revenue, costs, profit/loss and Break-even)
Spring 2	Summer 1	Summer 2
Financial calculations (Cashflow Forecasts and sources of finance)	Looking into the different types of ownership when starting up a business, along with the advantages and disadvantages. Along with small businesses expanding.	Looking into the different types of stakeholders business can have and how they can conflict with each other. Also an understanding of their rights as consumers and the rights that employees have Looking at Economics and Geography – GDP, employment.

<u>Year 11 – Theme 2</u>		
Autumn 1	Autumn 2	Spring 1
<p>Students will learn how businesses can grow and the types of finance they can use to help them expand.</p> <p>Students will learn and understand how aims and objectives can change for a business in order to grow and meet the changing demands of customers needs and wants.</p> <p>Students will learn and understand how globalisation can impact the business and what changes businesses may complete.</p>	<p>Students will learn about different ways businesses could promote their products, such as using social media, looking at advantages & disadvantages of using such advertisements</p> <p>Students will develop an understanding of the different types of distribution channels & the types of businesses that would use each channel and develop understanding of which channels would be best to use for certain businesses</p> <p>Students will recap the marketing mix and look into how this affects competitive advantage for a business</p>	<p>Students will look into what business operations entails such as raw materials to make products, the relationship between the business and its suppliers, and the factors that would affect business' decision on working with the right supplier.</p> <p>Students will look at the process a business would complete to ensure good quality products and why this is important.</p> <p>Students will learn the importance of good customer service and the sales process.</p>
Spring 2	Summer 1	Summer 2
<p>Students will gain an understanding of how to complete core business calculations such as ARR, Gross and Net profit, as well as being able to interpret the figures.</p> <p>Additionally, students will look at the type of data businesses will look at in order to determine their performance, looking at their gross and net profit and interpreting the data and graphs.</p>	<p>Students will look at the recruitment and selection process, reasons why businesses would need to recruit and the job roles available, as well as the documents included.</p> <p>Additionally, students learn the different types of training methods and lastly, students will look into why motivation is needed within the workforce.</p>	<p>Exam</p>

Key Skills developed	The qualification enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic vocational contexts, and personal skills, such as creativity and innovation, time management, reviewing, communication and planning through a practical and skills-based approach to learning and assessment	
Useful Websites	Pearson Edexcel BBC Bitesize Tutor2U	
Reading/Literacy requirements /Key Words	Key words/Command verb	Definition
	Calculate	Recall and/or use a formula to determine a value using calculation.
	Complete	Use quantitative skills/calculation to complete blank or partially completed financial documents.
	Discuss	Consider the different aspects in detail of an issue, situation, problem or argument and how they interrelate.
	Draw and label	Draw a break-even chart, identify the parts of a break-even chart by labelling, use chart to identify break-even point.
	Evaluate	Consider various aspects of a subject's qualities in relation to its context such as: strengths or weaknesses, advantages or disadvantages, pros or cons. Come to a judgement supported by evidence which will often be in the form of a conclusion.
	Explain	Present one point that identifies a reason, way, benefit, or importance etc, and a second point that justifies/explains the first point.
	Give	Recall from memory facts, terms, processes, uses, characteristics, advantages, disadvantages etc.
	Identify	Select the correct answer from the given context/stimulus.
Homework requirements	Theme 1 homework booklet following the topics covered in class	
	Theme 2 – revision practise of topics covered in class or exam style questions	
Personal Development Links	<p>The qualification enables learners to develop their transferable skills, such as researching, planning, making decisions and judgements, and financial literacy using realistic vocational contexts, and personal skills, such as creativity and innovation, time management, reviewing, communication and planning. They can apply these skills to everyday life when they are buying or selling items/checking bank statements/applying for a loan/financial planning and saving.</p> <p>In business overall, using real life examples will be present through the whole curriculum to make the topics taught</p>	

	<p>relatable to the students - links to the concept that everything in society is related to business.</p> <p>Development of social skills, public speaking and confidence</p>
Trips/Visits (If applicable)	<p>Internal presentation from school business manager on budgeting and forecasting.</p> <p>Applying financial management skills during event planning.</p>