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| Curriculum Intent:  The Dorcan Academy’s Business Studies curriculum allows students to develop skills that go beyond simply starting your own business and explore a wealth of opportunities preparing them for the world of work and beyond. The ethics of good business practice, and preparation to undertake a professional role in any business is underpinned by The Dorcan Academy Character Values, with significant weighting on personal responsibility and resilience alongside honesty and integrity.  The powerful knowledge accessed through Business Studies, relates not only to curricula-based knowledge such as that which makes a business successful, sources of finance, roles within a business, financial calculations, and the roles of individuals within a business but also to the examples of successful entrepreneurs, the wider impact of globalisation and ethical and environmental considerations and empowering individuals to make informed decisions. We recognise this powerful knowledge allows them to contribute successfully to society whilst also supporting their wellbeing.  We aim for students at the Dorcan Academy who opt for Business Studies to apply what they learn to real-life scenarios, and gain practical experience of enterprise and marketing, no matter what their previous experience has been.  At the Dorcan Academy by developing skills for life that promote interpersonal, independent, professional, reasoning and research skills, Business Studies nurtures the soft skills that businesses are looking for and provides the platform for success. We promote a scholarly approach for those students who wish to pursue business studies beyond their GCSE experience, knowing that they can break down barriers through equipping themselves with the skills to succeed. | |
| Subject Specific Skills:   * Understanding customer needs * Primary and secondary research * Gaining customer feedback * Categorising costs * Calculating revenue * Calculating profit * Calculating break-even * Understanding product development * Setting a price * Attracting and retaining customers * Identifying sources of finance * Writing a business plan * Understanding the different functional areas of a business Identifying customer profiles * Completing market research to aid decisions | Wider Key Skills:   * Enterprise * Teamwork * Time management * Communication * Decision making * Delegation * Presentations * Numeracy – financial calculations |

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| **Year Group: 10** | **Term 1** | **Term 2** | **Term 3** | **Term 4** | **Term 5** | **Term 6** |
| **Topic** | **Business Activity** | **Business Activity and Marketing** | **Marketing** | **Marketing** | **People** | **People** |
| **Key Content/ Knowledge** | The role of business enterprise and entrepreneurship  Business Planning  Business Ownership | Business aims and objectives  Stakeholders in business  Business Growth | The role of marketing  Market Research  Market Segmentation  The Marketing Mix  Price | The Marketing Mix  Product  The Design Mix  Place  Promotion | The role of human resources  Organisational structures and different ways of working  Communication in business  Recruitment | The selection processes  Motivation and retention  Training and development  Employment Law The role of the finance function |
| **Skills Covered** | Understanding customer needs  Setting a price  Writing a business plan  Identifying, Analysing, Explaining and Evaluating | Setting purposeful targets for a business  Identifying, Analysing, Explaining and Evaluating | Primary and secondary research  Gaining customer feedback  Completing market research to aid decisions | Understanding product development  Identifying customer profiles  Identifying, Analysing, Explaining and Evaluating | Understanding the different functional areas of a business  Identifying, Analysing, Explaining and Evaluating | Understanding the different functional areas of a business  Identifying, Analysing, Explaining and Evaluating |
| **Assessment** | End of unit test – Examination Style | End of unit test – Examination Style | End of unit test – Examination Style | **Prelim Paper – OCR 1** | End of unit test – Examination Style | End of unit test – Examination Style |
| **Tier 2 and 3 Words** |  | | | | | |

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| **Year Group: 11** | **Term 6** | **Term 2** | **Term 3** | **Term 4** | **Term 5** | **Term 6** |
| **Topic** | **Operations** | **Operations** | **Finances** | **Influences on Business** | **Revision** |  |
| **Key Content/ Knowledge** | Production Process  Quality of goods and services  The sales process and customer service  Consumer law | Business location  Working with suppliers  Role of the finance function  Sources of finance | Revenue, costs, profit, and loss  Break-even  Cash and cash flow | Ethical and environmental considerations  The economic climate  Globalisation |  |  |
| **Skills Covered** | Attracting and retaining customers  Identifying, Analysing, Explaining and Evaluating | Attracting and retaining customers  Identifying, Analysing, Explaining and Evaluating | Categorising costs  Calculating revenue  Calculating profit  Calculating break-even  Identifying sources of finance  Identifying, Analysing, Explaining and Evaluating | Identifying, Analysing, Explaining and Evaluating |  |  |
| **Assessment** | End of unit test – Examination style | End of unit test – Examination Style | **Prelim Paper 1 and 2 OCR** | End of unit test – Examination Style |  |  |
| **Tier 2 and 3 Words** |  | | | | | |  | End of unit test – Examination Style |