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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 entrepreneurshipBusiness PlanningBusiness Ownership | Business aims and objectivesStakeholders in businessBusiness Growth | The role of marketingMarket ResearchMarket SegmentationThe Marketing MixPrice | The Marketing MixProductThe Design MixPlacePromotion | The role of human resourcesOrganisational structures and different ways of workingCommunication in businessRecruitment  | The selection processesMotivation and retentionTraining and developmentEmployment Law The role of the finance function |
| **Skills Covered** | Understanding customer needsSetting a priceWriting a business planIdentifying, Analysing, Explaining and Evaluating | Setting purposeful targets for a businessIdentifying, Analysing, Explaining and Evaluating | Primary and secondary researchGaining customer feedbackCompleting market research to aid decisions | Understanding product developmentIdentifying customer profilesIdentifying, Analysing, Explaining and Evaluating  | Understanding the different functional areas of a businessIdentifying, Analysing, Explaining and Evaluating | Understanding the different functional areas of a businessIdentifying, 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 ProcessQuality of goods and servicesThe sales process and customer serviceConsumer law | Business locationWorking with suppliersRole of the finance functionSources of finance | Revenue, costs, profit, and lossBreak-evenCash and cash flow | Ethical and environmental considerationsThe economic climateGlobalisation |  |  |
| **Skills Covered** | Attracting and retaining customersIdentifying, Analysing, Explaining and Evaluating | Attracting and retaining customersIdentifying, Analysing, Explaining and Evaluating | Categorising costsCalculating revenueCalculating profitCalculating break-evenIdentifying sources of financeIdentifying, 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 |