

Our Business Curriculum

Ark St Alban's Academy

Our Approach

The course starts by defining what a business is and who starts businesses. Learners will be able to identify what makes a successful business and why businesses fail, assess how entrepreneurs meet the challenges of the environment, the impact of changing technology, globalisation and competition. Learners will go on to apply their knowledge and understanding to different business case studies ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Learners will develop an understanding of how these contexts impact on business behaviour. We will expose learners to entrepreneurial values and help them to understand the risks and rewards involved when creating a business. We want to build on quantitative skills and ideas based on case study information to analyse and solve problems. By the end of KS4 learners will have a vast array of business knowledge that they are able to use to justify decisions that case study businesses should take.

Subject Leader:

Ms Emma Castle (emma.castle@arkstalbans.org)

Curriculum Map

KS4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Where do new business ideas come from?	How do new business ideas become actual businesses?	What decisions do businesses need to make when they are getting started?	What external influences affect the decisions that businesses make?	How do businesses grow?	How do businesses grow?
Year 11	How a business makes its marketing decisions?	How does production of a product / service happen?	How does finance impact decision-making?	How are human resource decisions made?		

KS5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	<p>What are the common features of successful businesses? (Unit 1)</p> <p>Why is it important to manage your personal finance? (Unit 3)</p> <p>Why is market research important to a large business? (Unit 22)</p>	<p>What effects the external environment can have on a business. (Unit 1)</p> <p>Why are financial statements important to a business (Unit 3)</p> <p>How can market research benefit the launch of a new business idea? (Unit 22)</p>	<p>What are the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign? (Unit 2)</p> <p>Why is it important to explore the role of an events organiser? (Unit 4)</p> <p>Why are teams important for the success of a business? (Unit 9)</p> <p>Why is training and development important to the success of a business? (Unit 21)</p>	<p>How do external and internal influences affect the creation of a marketing plan? (Unit 2)</p> <p>What does it take to make a well planned event? (Unit 4)</p> <p>Can I work well in a team? (Unit 9)</p> <p>What does a good induction plan look like and how can it benefit the business and the employee? (Unit 21)</p>	<p>Can I justify my choices when creating a marketing campaign? (Unit 2)</p> <p>What does good recruitment and selection look like and how can it benefit a business? (Unit 8)</p>	<p>Can I effectively take part in the recruitment and selection process? (Unit 8)</p> <p>Why do managers need to be adaptable? (Unit 6)</p> <p>What is a business plan and how can it benefit a business when it comes to making decisions? (Unit 7)</p>
Year 13	<p>What factors influence businesses when operating internationally? (Unit 5)</p> <p>What management strategies can be used to improve the effectiveness of a business? (Unit 6)</p> <p>How can decision making in a business be improved? (Unit 7)</p>	<p>How can external and cultural factors influence international trade? (Unit 5)</p> <p>How can HR best be managed to improve a business? (Unit 6)</p> <p>How can ratio analysis benefit business decision making? (Unit 7)</p>	<p>What strategies and resources are used by one large business when operating internationally? (Unit 5)</p> <p>How does effective customer service benefit a business? (Unit 14)</p> <p>What are the outcomes and benefits of work experience (Unit 27)</p>	<p>What methods can be used to improve customer service in a business? (Unit 14)</p> <p>Can I complete work experience effectively? (Unit 27)</p>		

