

Business

2 Year Curriculum Plan

Author: Richard Dodd

Updated: 12th July 2017

Teaching and Learning Vision

Knowledge is power. Information is liberating.

Kofi Annan

At Smith's Wood Academy, we believe all students, whatever their background, are able to become **experts** in the disciplines that they study. Their expertise will be achieved through quality teaching and the dissemination of deep knowledge by highly skilled and knowledgeable subject experts. The Mastery approach to teaching will prevail – in every classroom, every lesson, every day.

Our students have the right to be introduced to **deep knowledge** and a **wealth of information** from the spectrum of subjects that they study. They will be introduced to, and understand, theories and principles that have influenced, continue to influence, and will influence in the future, the world in which they live. They will be prepared to fully engage in academic discussion about their learning.

This learning will secure a successful place in society for our students. They will go further than they ever thought possible.

Teaching and Learning Vision for the Business Department

The WRL Faculty, and Business in particular, will prepare our students for the world of work in the 21st Century through quality structured independent study. We will create young adults who are ambitious, resilient and who are willing to go the extra mile to achieve their full potential.'

We can turn every Business learner into an inquisitive, practical and hard-working individual with a desire to grow in knowledge and skill.

At the end of Year 11 students in **Business** will....

Know and understand

- How trends and the current business environment may impact on a business
- How to plan an idea for a new business
- How to present a business model for a business start-up
- The costs involved in business and how businesses make a profit
- How businesses plan for success
- How businesses measure success and identify areas for improvement.
- How businesses provide customer service
- Appropriate customer service skills in different situations
- Job roles and functional areas in business

Be able to...

- Assess the current risks, opportunities and trends in the business environment for a start-up business.
- Justify how the initial plan for a business idea has potential for success in relation to existing local businesses.
- Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.
- Assess the effect of providing consistent and reliable customer service on the reputation of a selected business
- Evaluate the effectiveness of own customer service skills, justifying areas for improvement
- Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate examples
- Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description
- Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection.
- Produce documentation for specific job roles
- Demonstrate interview skills and plan career development

Have been exposed to the following texts (TBC)

Additional articles and papers on:

- Barrow, P., *The Best-Laid Business Plans: How to Write Them, How to Pitch Them*, 2001
- Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M., *BTEC First Business Student Book*, 2012
- Reuvid, J. and Millar, R., *Start Up and Run Your Own Business (8th edition)*, 2011

Web Sites

- www.entrepreneursforum.net
- www.data.gov.uk

- www.businesslink.gov.uk
- www.fsb.org.uk
- www.peterjones.tv
- www.instituteofcustomerservice.com
- www.offt.gov.uk
- <http://www.bbc.co.uk/schools/gcsebitesize/business/production/methodsofproductionrev3.shtml>
- <https://www.ihg.com/holidayinn/hotels/gb/en/customer-care/>
- http://www.tripadvisor.co.uk/Hotel_Review-g186402-d243104-Reviews-Castle_Bromwich_Inn-Birmingham_West_Midlands_England.html
- <http://www.ryanair.com/en/need-to-know/>

Have been exposed to the following knowledge and theories that span beyond the BTEC specification

- Level 3 text books and resources which will extend and develop their knowledge.

Developed their cultural and social capital through the following extra-curricular work (TBC)

- Visits of relevant experts to come and speak about their involvement in the business sector
- Visits to local workplaces
- Work experience
- Aim Higher University Subject Taster days

2 Year Curriculum Plan

Year 10 Business at Smith's Wood Academy		
Unit 1 - In this unit students will know how trends and the current business environment may impact on a business, plan an idea for a new business and present a business model for a business start-up. Unit 4 – Students will understand how businesses provide customer service and demonstrate appropriate customer service skills in different situations. Unit 2 – In this unit students will understand the costs involved in business and how businesses make a profit, understand how businesses plan for success and understand how businesses measure success and identify areas for improvement. This unit will be externally assessed during the Summer Term.		
Year 10 Units of Study		Length of unit
Unit 1	Enterprise in the Business World	30 GLH
Unit 4	Principles of Customer Service	30 GLH
Unit 2	Finance for Business (externally assessed in the Summer Term)	30 GLH
Year 11 Media Studies at Smith's Wood Academy		
Unit 8 – In this unit students will know about job roles and functional areas in business, produce documentation for specific job roles and demonstrate interview skills and plan career development. Unit 2 – Students will have an opportunity to resit the examination in the Spring Term.		
Year 11 Units of Study		Length of unit
Unit 8	Recruitment, Selection and Employment	30 GLH
Unit 2	Finance for Business (externally assessed in the Spring Term)	30 GLH

2 Year Curriculum Plan Overview

Year 10

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Autumn Term 1	Unit 1: Enterprise In The Business World Learning Aim A Know how trends and the current business environment may impact on a business	Unit 1: Enterprise In The Business World Learning Aim A Know how trends and the current business environment may impact on a business	Unit 1: Enterprise In The Business World Learning Aim A Know how trends and the current business environment may impact on a business	Unit 1: Enterprise In The Business World Learning Aim A Know how trends and the current business environment may impact on a business	Unit 1: Enterprise In The Business World Learning Aim A Know how trends and the current business environment may impact on a business	Unit 1: Enterprise In The Business World Learning Aim B Plan an idea for a new business	Unit 1: Enterprise In The Business World Learning Aim B Plan an idea for a new business	
Autumn Term 2	Unit 1: Enterprise In The Business World Learning Aim B Plan an idea for a new business	Unit 1: Enterprise In The Business World Learning Aim B Plan an idea for a new business	Unit 1: Enterprise In The Business World Learning Aim B Plan an idea for a new business	Unit 1: Enterprise In The Business World Learning Aim C Present a business model for a business start-up	Unit 1: Enterprise In The Business World Learning Aim C Present a business model for a business start-up	Unit 1: Enterprise In The Business World Learning Aim C Present a business model for a business start-up	Unit 1: Enterprise In The Business World Learning Aim C Present a business model for a business start-up	Unit 1: Enterprise In The Business World Learning Aim C Present a business model for a business start-up

<p>Spring Term 1</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>	<p>Unit 4: Principles of Customer Service Learning aim A: Understand how businesses provide customer service</p>		
<p>Spring Term 2</p>	<p>Unit 4: Principles of Customer Service Learning aim B: Demonstrate appropriate customer service skills in different situations</p>	<p>Unit 4: Principles of Customer Service Learning aim B: Demonstrate appropriate customer service skills in different situations</p>	<p>Unit 4: Principles of Customer Service Learning aim B: Demonstrate appropriate customer service skills in different situations</p>	<p>Unit 4: Principles of Customer Service Learning aim B: Demonstrate appropriate customer service skills in different situations</p>	<p>Unit 4: Principles of Customer Service Learning aim B: Demonstrate appropriate customer service skills in different situations</p>			
<p>Summer Term 1</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>		

<p>Summer Term 2</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>			
---------------------------------	--	--	--	--	--	--	--	--

Year 11 (number of weeks per term tbc)

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Autumn Term 1	Unit 8: Recruitment, Selection and Employment Learning aim A: Know about job roles and functional areas in business	Unit 8: Recruitment, Selection and Employment Learning aim A: Know about job roles and functional areas in business	Unit 8: Recruitment, Selection and Employment Learning aim A: Know about job roles and functional areas in business	Unit 8: Recruitment, Selection and Employment Learning aim A: Know about job roles and functional areas in business	Unit 8: Recruitment, Selection and Employment Learning aim B: Produce documentation for specific job roles	Unit 8: Recruitment, Selection and Employment Learning aim B: Produce documentation for specific job roles	Unit 8: Recruitment, Selection and Employment Learning aim B: Produce documentation for specific job roles
Autumn Term 2	Unit 8: Recruitment, Selection and Employment Learning aim B: Produce documentation for specific job roles	Unit 8: Recruitment, Selection and Employment Learning aim B: Produce documentation for specific job roles	Unit 8: Recruitment, Selection and Employment Learning aim C: Demonstrate interview skills and plan career development	Unit 8: Recruitment, Selection and Employment Learning aim C: Demonstrate interview skills and plan career development	Unit 8: Recruitment, Selection and Employment Learning aim C: Demonstrate interview skills and plan career development	Unit 8: Recruitment, Selection and Employment Learning aim C: Demonstrate interview skills and plan career development	Unit 8: Recruitment, Selection and Employment Learning aim C: Demonstrate interview skills and plan career development

<p>Spring Term 1</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim A: Understand the costs involved in business and how businesses make a profit</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>
<p>Spring Term 2</p>	<p>Unit 2: Finance for Business Learning aim B: Understand how businesses plan for success</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>	<p>Unit 2: Finance for Business Learning aim C: Understand how businesses measure success and identify areas for improvement</p>		
<p>Summer Term 1</p>							
<p>Summer Term 2</p>							