Business and Enterprise

Curriculum Overview

Cottingham High School

THE CONSORTIUM ACADEMY TRUST

Shaping Positive Futures

Introduction

This document outlines the curriculum and key considerations including:

- Aims and purpose
- Alignment with the whole school provision and curriculum intent
- A summary programme of study which includes sequencing of taught content

We use the National Curriculum as our statutory foundation and broadly share its principles and aims including:

- 'To provide students with an introduction to the essential knowledge that they need to be educated citizens. To introduce students to the best that has been thought and said and help engender an appreciation of human creativity and achievement'.
- To prepare students to be confident in themselves, to have a fulfilled and successful life beyond our school – one where they contribute positively to society.
- Our statutory curriculum is just one element in the education of every child. There is time and space in the school day and in each week, term, and year to range beyond statutory specifications.
- Provision of a framework of core knowledge around which teachers can develop exciting and stimulating lessons to promote the development of students' knowledge, understanding and skills as part of the wider school curriculum.
- The wider school curriculum includes an extensive range of opportunities and activities that are routinely available to students, are inclusive and reflect our diverse community.

Numeracy and literacy

Teachers should take opportunities to develop students' mathematical fluency, spoken language, reading, writing and vocabulary within their specific discipline and in line with the expectations laid out in our school curriculum statement.

Purpose of study

The Business and Enterprise course is designed for pupils who thrive on hands-on learning and enjoy engaging with practical, real-world examples. Designed to complement core GCSE subjects, this qualification is well-suited for students looking to develop a strong foundation in business principles alongside their other studies. It is particularly beneficial for those with an interest in further study or a future career in management, marketing, business, entrepreneurship or related fields.

Curriculum Aims

The curriculum for Business and Enterprise aims to ensure that all students:

- Develop into commercially aware individuals by understanding core concepts (aims, objectives, finance, marketing, HR, operations)
- apply knowledge to real-world scenarios, thinking critically, solving problems, and using data to make justified business decisions, preparing them for further study and careers.
- Use and interpret both quantitative (numbers) and qualitative (descriptive) data for informed decisions.
- Develop critical thinking skills by investigating issues, construct arguments, and make justified judgments.

Building on prior learning

KS3 may briefly touch on business concepts, but not in-depth.

What are the typical knowledge and skills gaps?

- What a business is and its purpose
- Types of business ownership (sole trader, partnership, limited companies)
- Entrepreneurial skills and characteristics
- Basic financial terminology (revenue, costs, profit)
- What enterprise means in a business context
- What an entrepreneur does
- Risk vs reward in business
- Understanding cash flow and why it's important
- Difference between cash and profit
- Budgets and break-even analysis
- How businesses identify customer needs
- Importance of customer feedback
- The 4Ps of marketing (Product, Price, Place, Promotion)
- Brand awareness and advertising methods
- Digital marketing basics
- Components of a simple business plan
- SWOT analysis
- Health and safety in business
- Data protection (GDPR)
- Ethical sourcing and sustainability

Curriculum Structure

Content Area	Subject Content	Skills
	• Understand entrepreneurship, business organisation & the importance of stakeholders. • Understand market research, market types and orientation types. • Human resource requirements for business and enterprise. • Operations management • Business growth • Sources of enterprise funding and business finance • The impact of the external environment on business and enterprise • Business and enterprise planning	• Adapting their own ideas and responding to feedback • How to consider cost efficiency and effective use of resources • Analysing data and making calculations • Decision making • Planning • Evaluating their own work • Skills that are essential for the business sector, such as evaluation skills, responding to data, independent working, working to deadlines, efficient use of resources

Vocabulary

Having a rich, ambitious, broad vocabulary is vital for learners to succeed, both in school and throughout their lives. Tier 1 vocabulary is the simplest. These are the words we use in everyday conversation, such as “put”, “get”, “walk”, etc. Tier 2 vocabulary are challenging, ambitious words that don’t usually crop up in day-to-day conversation. These are the words that allow learners to access academic texts, such as high-level literature, newspaper articles and exam papers.

Tier 3 vocabulary is the subject-specific vocabulary of a particular discipline. These are words that are uncommon outside of the context of a specific subject and enable learners to communicate effectively within the subject. At Cottingham High School, tier 3 vocabulary is explicitly taught across our school curriculum and is mapped within the schemes of learning.

Curriculum Sequencing

Key Stage 4: Year 10 – Long Term Planning VCert Business and Enterprise

	Autumn term	Spring term	Summer term
Knowledge	**Entrepreneurship Marketing** 1. Entrepreneurship, business organisation and stakeholders 1.1 Entrepreneurship	**Human Resources and Operations, Growth and Finance** 3. Human resource requirements for business and enterprise	**External Environment, Business Plan** The impact of the external environment on business and enterprise

	1.1.1 Being an entrepreneur 1.1.2 Entrepreneurial motivators 1.1.3 Entrepreneurial skills and attributes 1.2 Business and enterprise aims and objectives 1.2.1 Reasons for aims and objectives 1.2.2 Financial aims and objectives 1.2.3 Non-financial aims and objectives 1.3 Structures 1.3.1 Legal structures 1.3.2 The impact on business and enterprise of different structural characteristics 1.3.3 The impact on business and enterprise of changes in structure 1.4 Stakeholders 1.4.1 Internal stakeholders 1.4.2 External stakeholders 1.4.3 Stakeholder engagement 1.4.4 Stakeholder conflict 2. Market research, market types and orientation and marketing mix 2.1 The market 2.1.1 Aspects of the market 2.2 Market research 2.2.1 Primary market research 2.2.2 Secondary market research 2.2.3 Data types 2.2.4 Market types 2.2.5 Business orientation types 2.3 Marketing mix	3.1 Human resources 3.1.1 Methods of recruitment 3.1.2 Stages of recruitment 3.1.3 Types of employment contracts 3.2 Staff development and monitoring 3.2.1 Methods of staff development and monitoring 3.3 Motivation 3.3.1 Financial methods of motivation 3.3.2 Non-financial methods of motivation 3.3.3 Motivation theories 4. Operations management 4.1 Operations management 4.1.1 Outsourcing 4.1.2 Lean production 4.1.3 Maintaining and improving quality 4.1.4 Production methods 4.1.5 Customer service	7.1 The impact of the external environment 7.1.1 External influences Business and enterprise planning 8.1 Business and enterprise planning 8.1.1 Purposes and benefits of planning 8.1.2 Sections of a business plan

	2.3.1 Price 2.3.2 Place 2.3.3 Promotion 2.3.4 Product 2.3.5 Product life cycle and product life cycle extension strategies 2.3.6 Product development and innovation 2.3.7 Boston Matrix 2.3.8 Branding		
Skills – links to the disciplinary concepts	• Adapting their own ideas and responding to feedback • How to consider cost efficiency and effective use of resources • Analysing data and making calculations • Decision making • Planning • Evaluating their own work • Skills that are essential for the business sector, such as evaluation skills, responding to data, independent working, working to deadlines, efficient use of resources	• Adapting their own ideas and responding to feedback • How to consider cost efficiency and effective use of resources • Analysing data and making calculations • Decision making • Planning • Evaluating their own work • Skills that are essential for the business sector, such as evaluation skills, responding to data, independent working, working to deadlines, efficient use of resources	• Adapting their own ideas and responding to feedback • How to consider cost efficiency and effective use of resources • Analysing data and making calculations • Decision making • Planning • Evaluating their own work • Skills that are essential for the business sector, such as evaluation skills, responding to data, independent working, working to deadlines, efficient use of resources
Tier 3 Vocabulary and Key Terms	Business aims and objectives Market research Marketing mix Human resources Business structures and business planning Stakeholder engagement		

Key Stage 4: Year 11 – Long Term Planning VCert Business and Enterprise

	Autumn term	Spring term	Summer term
Knowledge	5. Business growth 5.1 Business and enterprise growth 5.1.1 Internal growth 5.1.2 External growth 5.1.3 Efficiencies and costs of business and enterprise expansion 5.1.4 Challenges of growth 6. Sources of enterprise funding and business finance 6.1 Business and enterprise funding 6.1.1 Funding types 6.2 Financial terms, documents and tools 6.2.1 Financial terms and calculations 6.2.2 Costs, liabilities and assets 6.2.3 Financial documents 6.2.4 Ratio analysis 6.2.5 Cash flow management	Controlled Assessment Exam revision	
Skills – links to the disciplinary concepts	• Adapting their own ideas and responding to feedback • How to consider cost efficiency and effective use of resources • Analysing data and making calculations • Decision making • Planning • Evaluating their own work • Skills that are essential for the business sector, such as evaluation skills, responding to data, independent working,		

	working to deadlines, efficient use of resources		
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