

Business

**“If you don’t have big dreams and goals,
you’ll end up working for someone that does.” *Unknown***

Summerhill students will be **valuable members of society**

Business students will be enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, creating jobs within the economy and developing new goods and services for consumers

Students will leave the classroom enriched with a broad and balanced perspective of business, as well as an inspiration for success and a passion to work hard in the community.

Students will be empowered to be proactive, creative and confident in adapting to the challenges caused by the ongoing social, legal, economic, political and technological changes in our modern world.

Summerhill students will be **skilled communicators**

Business students will be able to investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Students will become strong leaders who can manage a team of employees and communicate effectively with customers.

Summerhill students will be **knowledgeable**

Business students will be equipped with the skills to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.

Students will understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.

Our curriculum is underpinned by four key values:

- Courage** – doing what is right; being truthful; trying new experiences; taking risks in the pursuit of personal development
- Ambition** – having the highest aspirations and expectations of ourselves / others; being brilliant in all we do; having belief that challenges can be overcome with the right attitude and hard work
- Respect** – thinking about the way we interact with others; being considerate to ourselves, others and the environment; responding to expectations and working together in teams
- Effort** – investing time and energy to achieve success; always giving our best in everything we do; demonstrating resilience

BUSINESS

Year	Key Features	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6	
10 GCSE	Optional 3 periods per week 1 double lesson and 1 single lesson Pearson Edexcel GCSE Business (2017)	Topic 1.1 Enterprise and entrepreneurship	Topic 1.2 Sporting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.4 Making the business effective	Topic 1.5 Understanding external influences on business	Topic 2.1 Growing a business	Topic 2.2 Making marketing decisions
		Introduction to the course 1.1.4 The role of business enterprise 1.1.6 The role of the entrepreneur 1.1.1 Why new business ideas come about (give) 1.1.2 How new business ideas come about (identify) 1.1.5 Adding value (outline / calculate / explain) 1.1.3 Risk and reward	1.2.1 Customer needs (discuss) 1.2.2 Market research (analyse) 1.2.3 Market segmentation & 1.2.4 Market mapping 1.2.5 The competitive environment	1.4.3 Business location (justify) 1.4.4 Marketing mix (evaluate) 1.3.2 Business revenue costs and profit 1.3.3. Breakeven 1.3.4 The importance of cash 1.3.5 Cash flow forecasts	1.2.1 Business aims and objectives 1.4.1 Ownership and liability 1.4.2 Franchising 1.3.6 Sources of finance Business plans	1.5.1 Stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 Introduction to the economy 1.5.5 The economy and business	2.1.1 Methods of growth 2.1.2 Financing growth 2.1.3 Changes in aims and objectives 2.1.4 Business and globalisation 2.1.5 Ethics 2.1.6 Environment	2.2.1 Product 2.2.2 Price 2.2.3 Place 2.2.3 Promotion 2.3.5 The marketing mix and business decisions

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11 GCSE	Optional 3 periods per week 1 double lesson and 1 single lesson	Topic 2.3 Making operational decisions	Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions	Revision and Recap		
	Pearson Edexcel GCSEs Business (2017)	2.3.1 Business operations 2.3.2 Production 2.3.3 Managing stock 2.3.4 Procurement 2.3.5 Managing quality 2.3.6 The sales process	2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisational structures 2.5.2 Effective communication 2.5.3 Ways of working 2.5.4 Recruitment training and development 2.5.5 Motivation	Time to review topics that were particularly challenging and develop exam technique		