

What are the aims and intentions of this curriculum?

In groups of researchers, students will prepare a presentation that investigates the use of enterprise and innovation in an existing business. They will need to research the role of innovation and enterprise in business success and the associated benefits and risks in relation to a changing market and environment. Students will develop understanding of Business ownerships, the importance and influence of stakeholders and also the external environment.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	A: Explore the features of different businesses and analyse what makes them successful	<ul style="list-style-type: none"> Types of business activity Local/national/international/global Public/private Not for profit/voluntary Business sectors (primary, secondary and tertiary) Business purposes Reasons why businesses exist How services/products are supplied for profit, at cost and below cost How businesses supply products/ services in response to demand Owners Public, private and voluntary sectors • Types of ownership (sole trader, partnerships, private and public limited, franchises, government departments & agencies, cooperatives, charitable trusts) Key stakeholders Customers, employees, suppliers, owners, pressure groups, trade unions, employer associations, local and national communities and governments Links and interdependencies between stakeholders 	<ul style="list-style-type: none"> Whole-class discussion of known organisations & compile list of orgs Complete case study on Toni & Guy Take it further research activity on development of well-known business Complete case study on VSO, a nonprofit organization Complete 'Which sector' worksheet Group discussion on purposes of businesses Compete RED case study and Take it further sandwich shop activity Complete White carrot case study Complete Console wars case study Student-centred research activity on types of ownership • Student-centred research activity on franchising opportunities 	<p>Formative</p> <p>Weekly research Worksheets Homework Peer assessment Student presentations Self-marking exercises</p> <p>Summative</p> <p>7000 Words individual coursework. (P1,2,3,4, M1,M2,D1)</p>

Autumn 2

B: Investigate how businesses are organised

- Strategic planning process
- Quantitative and qualitative analysis of current situation
- Setting aims and objectives
- Planning strategies
- Public and voluntary sector strategies
- Service provision
- Public sector services (e.g. primary health care trusts)
- Voluntary sector services
- Service level agreements
- Quality assurance
- Provision of service at cost or below cost
- Private sector strategies
- Profit maximisation, sales, products and services at cost, increasing revenue and cutting costs, break-even, survival, marketing and competitors
- Growth
- Profit
- Sales
- Market share

- Whole-class discussion of aims and objectives of their own school/college
- Complete Case study on Thornton's
- Complete NHS case study on targetsetting and strategy
- Complete Practice point on voluntary service aims and strategies involving internet research
- Complete Case study on service level agreements and the Audit Commission
- Complete HSBC case study
- Complete two Case studies on Tesco
- Complete break-even Practice point
- Complete cost-cutting Case study on India's railways
- Complete Tesco market share Case study
- Plenary activity – Morrison's strategy, aims, objectives and growth

Formative
Weekly research
Worksheets
Homework
Peer assessment
Student presentations
Self-marking exercises

Summative
7000 Words individual coursework. (P1,2,3,4, M1,M2,D1)

Spring 1

C: Examine the environment in which businesses operate

- What is environmental or PEST analysis?
- Political factors
- National and international law, government, etc.
- Economic factors
- Levels of pay, cost of credit, competition, globalisation, labour, supply and demand, energy prices etc

- Introductory discussion and group activity on PEST factors
- Complete Case study on regulations and night clubs
- Complete minimum wage Practice point

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Summative
5000 Words individual coursework (P5,6. M3, M4, D2)

Spring 2	D: Examine business markets	<ul style="list-style-type: none"> • Impact of external factors • On new organisations • Causing the wind up, take-over and merging of existing organisations • Revising strategic plans • On stakeholders • Causing changes in functional activities 	<ul style="list-style-type: none"> • Complete BT wage demands Case study • Take it further interest rates activity • Plastics industry Case study 	<p>Formative Weekly research Worksheets Homework Peer assessment Student presentations Self-marking exercises</p> <p>Summative 5000 Words individual coursework (P5,6. M3, M4, D2)</p>
Summer 1	E: Investigate the role and contribution of innovation and enterprise to business success	<ul style="list-style-type: none"> • What is innovation or enterprise? • Examine research and development • The benefits and drawback of research and development departments • The benefits of enterprise and how organization use enterprise to success. 	<ul style="list-style-type: none"> • Compare apple and Samsung • Student workshops, individual performance reviews and target setting and completion all of internally set assignments. 	<p>Formative Weekly research Worksheets Homework Peer assessment Student presentations Self-marking exercises</p> <p>Summative 4000 Words individual coursework (P7 M5 D3)</p>