**The Nottingham Emmanuel School – *Business* Curriculum Map (2022-2023)**

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| Intent statement | | | **Wisdom**: The business curriculum allows students to develop essential knowledge and understanding of different areas of business behaviour. It aims to encourage students to develop and demonstrate a deep appreciation of the skills, knowledge and understanding of business management methods whilst developing confidence in a variety of practical, mathematical and creative thinking and problem solving skills.  **Hope:** Students will develop their interest in and enthusiasm for the subject, including developing an interest in further study and careers associated with the subject and to be ambitious in their aims and students will ultimately have a sound understanding of the business environment, which they can build on either through apprenticeships or further study.  **Dignity:** This will be achieved through a curriculum that is designed to promote independence in every learner, enabling them to reach their full potential, whilst preparing them for their future higher education and careers choices. Student independence is achieved through flipped and interleaved learning, formative and summative assessments and self-extended learning and the ability to study business case studies and business theories and qualitative and quantitative data.  **Community**: The development of collaborative learning through group work and team study on business case studies allows a supportive and nurturing environment to create a culture of learning within the business curriculum. | | | | | |
| Diversity across the curriculum | | | Our curriculum represents the diversity of our students by learning about businesses and entrepreneurs who represent a diverse range of cultures and a variety of socio-economic backgrounds to allow them to aspire to achieve by having positive role models they can relate to as well as equipping them with the relevant skills and knowledge to be successful. | | | | | |
|  |  | AUT 1 | AUT 2 | SPR 1 | SPR 2 | SUM 1 | SUM 2 |
| Year 10 | Title and objectives | **Unit R067**  **Enterprise and marketing concepts**  **Unit R068**  **Design a business proposal** | **Unit R067**  **Enterprise and marketing concepts**  **Unit R068**  **Design a business proposal** | **Unit R067**  **Enterprise and marketing concepts**  **Unit R068**  **Design a business proposal** | **Unit R067**  **Enterprise and marketing concepts**  **Unit R068**  **Design a business proposal** | **Unit R067**  **Enterprise and marketing concepts**  **Unit R069**  **Market and pitch a business proposal** | **Unit R067**  **Enterprise and marketing concepts**  **Unit R069**  **Market and pitch a business proposal** |
| Core knowledge | **R067 (TA2)**: Market research; data; market segmentation\*  **R068 (TA1)**: Market research; sampling methods; Using research tools; Review market research | **R068 (TA2)**: Identify customer profile  **R068 (TA3)**: Create a design mix; Review and finalise design | **R067 (TA3)**: Cost, revenue, profit and loss; break-even; cash\*  **R068 (TA4)**: Financial viability | **R068(TA5)**: risks and challenges  **R068**: NEA Assessment (working on) | **R067 (TA4)**: Marketing mix; advertising medium; promotion\*  **R069 (TA1)**: Branding; opportunities and threats  **R068**: NEA Assessment (submit for moderation)\*[[1]](#footnote-1) | **R067 (TA4)**: PR; selling; product lifecycle; pricing strategies\*  **R069 (TA2)**: Promotional plan and materials |
|  |
| Covid recovery | ***Covid recovery***  ***Development of oracy skills and key technical terms in business. Support on extended writing. Reading of business case studies.*** | | | | | |
| Careers | Describe key careers within this topic area | Invite a local business into the school | Link to finance careers | Invite a business into the school to discuss key roles in their business. | Link to marketing careers | Link to buying careers |
| Year 11 | Title and Objectives | **Unit R067**  **Enterprise and marketing concepts** | **Unit R067**  **Enterprise and marketing concepts** | **Unit R067**  **Enterprise and marketing concepts** | **Unit R067**  **Enterprise and marketing concepts** | **Unit R067**  **Enterprise and marketing concepts** | **Unit R067**  **Enterprise and marketing concepts** |
| Core Knowledge | **R069 (TA3)**: Planning a pitch and presentation skills  **R069** **(TA3):** Practice pitch; feedback; professional pitch  **R069 (TA4)**: Review brand, pitch and skills  **R069**: NEA Assessment (working on) | **R067 (TA1)**: Entrepreneurial characteristics; risk and reward  **R069**: NEA Assessment (working on) | **R067 (TA5)**: Ownership; capital; support  **R067 (TA3)**: Cost, revenue, profit and loss; break-even; cash  **R069**: NEA Assessment (submit for moderation)\* 1 | **R067 (TA2)**: Market research; data; market segmentation  **R067 (TA4)**: Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies | **R067**: Exam revision  **R068:** Resubmission opportunity\* 1  **R069:** Resubmission opportunity\* 1 | **R067**: Exam revision  **R067**: Examination (final opportunity) |
| Covid Recovery | ***Covid recovery***  ***Development of oracy skills and key technical terms in business. Support on extended writing. Reading of business case studies.*** | | | | | |
| Careers | Describe key careers within this topic area | Invite a local business into the school | Link to careers in finance | Invite a business into the school to discuss key roles in their business. |  |  |
| Year 12 | Title and objectives | **Theme 1**  **Marketing and People**  ***Meeting Customer needs*** | **Theme 1**  **Marketing and People** | ***Theme 2***  ***Managing business activities*** | ***Theme 2***  ***Managing business activities*** | ***Theme 2***  ***Managing business activities*** | **Theme 3**  Business decisions and strategy |
| Core knowledge | * 1. *Meeting customer needs*   *The market*  *Market research*  *Market positioning*   * 1. *The Market*   *Demand and supply and markets.*  Price elasticity of demand  Income elasticity of demand.   * 1. Marketing Mix and Strategy   Product/design  Product branding and promotion | *Pricing*  *Distribution*  *Marketing strategy*   * 1. *Managing People*   Approaches to staffing  Recruitment selection and training  Organisational design  Motivation in theory and practice  *leadership* | * 1. *Entrepreneurs and leaders*   *Role of an entrepreneur*  *Entrepreneurial motives and characteristics*  *Business objectives*  *Forms of business*  *Business choices*  *Moving from entrepreneur to leader*  *2.1 Raising Finance*  *Sources of finance*  *Liability*  *Planning*  *2.2 financial Planning*  *Sales forecasting*  *Sales, revenue and costs*  *Breakeven*  *Budgets* | *2.3 Managing Finance.*  *Profit*  *Liquidity*  *Business failure*  *2.4 Resource management*  *Production, productivity and efficiency*  *Capacity utilisation*  *Stock control*  *Quality management* | *2.5 External Influences*  *Economic influences*  *Legislation*  *The competitive environment* | *Introduction to A2 business*  *3.1 Business and strategy*  *Corporate objectives*  *Theories of corporate strategy* |
| Covid recovery | *On-going- development of literacy skills and extended writing practice* | | | | | |
| Careers | Link to careers in marketing | Link to careers in human resources | Invite a local business into the school to describe careers and roles in business | Link to careers in production management | Link to roles in government | Research on business leaders and their career path to their roles. |
| Year 13 | Title and objectives | **Theme 3 Business decisions and strategy** | **Theme 3 Business decisions and strategy** | **Theme 3 Business decisions and strategy**  **Theme 4 Global Business** | **Theme 4 Global Business** | **Theme 4 Global Business** | **Revision** |
| Core knowledge | 3.1 Business objectives and strategy  SWOT  Impact of external influences  3.2 business growth  Growth  Mergers and takeovers  Organic growth  Reasons for staying small   * 1. *Decision-making techniques*   *Quantitative sales forecasting.*  *Investment appraisal*  *Decision trees. Construction and interpretation*  *Uses and limitations*  *Critical Path Analysis* | *3.4 Influences on business decisions*  *Corporate influences*  *Corporate culture*  *Shareholders v shareholders*  *Business ethics*   * 1. *Assessing competitiveness*   *Interpretation of financial statements*  *Ratio analysis*  *Human resources*  *3.6 Managing change*  *Causes and effects of change*  *Key factors in change*  *Link to topics covered within this theme*  *Scenario planning* | **Theme 4 Global Business**  *4.1 Growing economies*  *Measurements of different economies and economic performance*  *International trade and business growth*  *Factors contributing to increased globalisation*  *Protectionism*  *Threats posed to economies and businesses and reactions*  *Trading blocs* | *4.2 Global markets and business expansion*  *Conditions that prompt trade*  *Assessment of a country as a market*  *Assessment of a country as a production location*  *Reasons for global mergers or joint ventures*  *Global competitiveness*  *4.3 Global marketing*  *Marketing*  *Niche markets*  *Cultural/social factors* | *4.4 Global industries and companies*  *The impact of MNCs*  *Local impacts versus national impacts*  *Ethics****,*** *Ethical discussions raised by the activities*  *Controlling MNCs* | Exams |
| Covid recovery | *On-going- development of literacy skills and extended writing practice* | | | | | |
| Careers | Link to roles in business and the different stakeholders in businesses. | Financial skills and link to future careers | International careers |  | Exam window | Exam window |

1. **See specification for NEA rules:** OCR-set assignments for non-examined assessed (NEA) units are live for one year. Candidates have one resubmission opportunity which may be taken during the series that the assignment is live for. Once an assignment brief is no longer live a re-submission is not possible for that brief. Resubmitting work in a different academic assessment series will mean using the new assignment brief for the resubmitted work. [↑](#footnote-ref-1)