

What do students need to understand about business as a discipline?

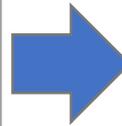
- Business students use a **critical approach** to distinguish between fact and opinion, build arguments and make informed judgements.
- Learning about business in the real world helps set ourselves up for **any future imaginable**.
- You don't have to be an entrepreneur to study business, but it might **bring out the business person in you**.
- Business students **learn from mistakes** and can apply their learning to both theoretical and practical problems.

Deep knowledge
Conceptual Learning
Diversity

Why is the business curriculum at MRC important?

Our curriculum aims to:

- Provide opportunities to explore theories and concepts in the most relevant and diverse way, through the context of events in the business and economic world.
- Enable students to draw on knowledge and understanding to investigate, analyse and evaluate business opportunities and issues and make justified decisions.
- Develop employability skills such as leadership, decision-making, problem solving and commercial awareness.
- Allow students to gain a better understand the world of business and it's ever changing environment.



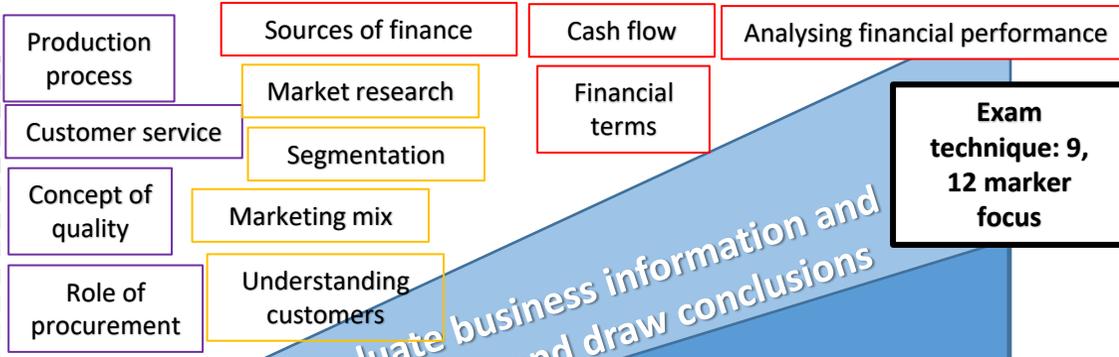
The overall outcomes:

- The knowledge and skills gained provide students with a firm foundation for further study and a variety of careers.
- Students are able to immerse themselves in a business-like mindset and understand the influences in the world around them.
- The Career aspirations of students are broadened.

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Level 2 GCSE Business Studies

Exam technique: 2, 3, 4, 6 marker focus



Exam technique: 9, 12 marker focus

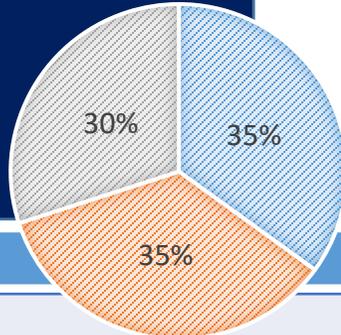


A03 Analyse and evaluate business information and issues to make judgements and draw conclusions

A02 Apply knowledge and understanding of business concepts and issues

A01 Demonstrate knowledge and understanding of business concepts and issues

■ A01 ■ A02 ■ A03



Year 10 GCSE

Business in the Real World, Influences on Business, Human Resources

- **Know and understand** business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.
- **Apply knowledge and understanding** to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.
- **Develop** as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.

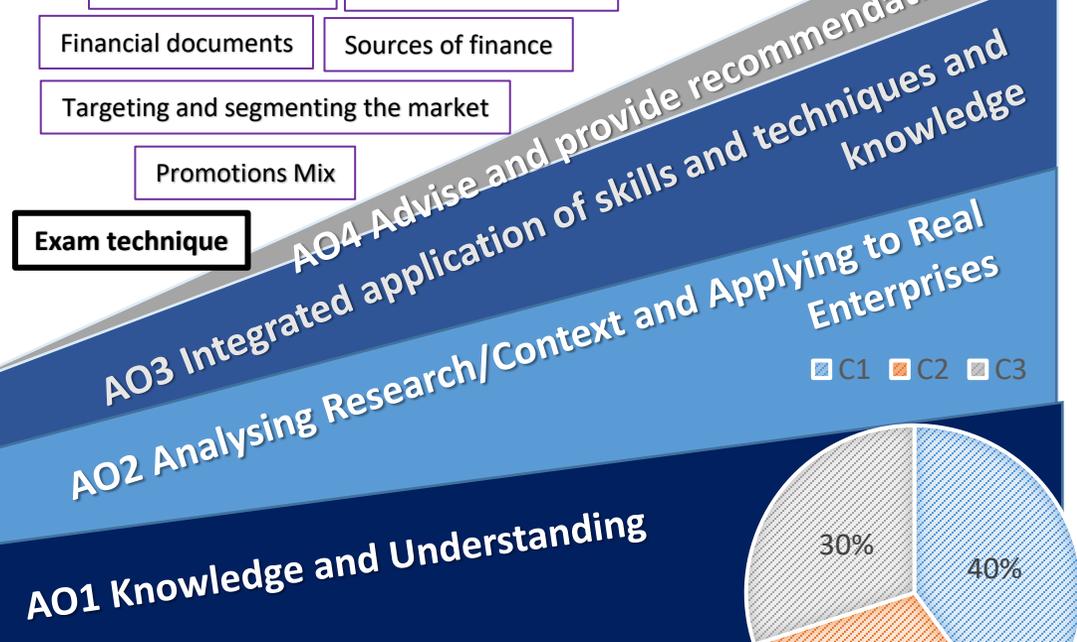
Year 11 GCSE

Business Operations, Marketing, Finance

- **Develop as effective and independent students**, and as critical and reflective thinkers with enquiring minds.
- **Use an enquiring, critical approach** to make informed judgements.
- **Develop and apply** quantitative skills relevant to business, including using and interpreting data.
- **Investigate and analyse** real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business.

Deep knowledge
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Level 2 BTEC Tech Award in Enterprise



Year 10 BTEC

Exploring Enterprises 30% (coursework) Examine the characteristics of enterprises, Explore how market research helps enterprises to meet customer needs and understand competitor behaviour, Investigate the factors that contribute to the success of an enterprise.

Planning for and Pitching an Enterprise Activity 30% (coursework) Explore ideas and plan for a micro-enterprise activity, Pitch a micro-enterprise activity, Review own pitch for a micro-enterprise activity.

- **Development of core knowledge and understanding**, including the range of enterprises and the key features and factors that contribute to an enterprise's level of success.
- **Development and application of skills** such as analysing research, information, planning and financial forecasting, communicating and problem solving.
- **Reflective practice** through pitching an idea for an enterprise activity that allows learners to reflect on their own communication skills and the viability of their enterprise activity following feedback

Year 11 BTEC

Promotion and Finance for Enterprise 40% (external exam)

AO1 Demonstrate knowledge and understanding of elements of promotion and financial records **AO2** Interpret and use promotional and financial information in relation to a given enterprise **AO3** Make connections between different factors influencing a given enterprise **AO4** Be able to advise and provide recommendations to a given enterprise on ways to improve its performance

- **Analyse and interpret information** in relation to an enterprise and to make recommendations on strategies to use to improve the performance of the enterprise.
- Demonstrate that they can **identify and use effectively an appropriate selection of skills, techniques, concepts, theories and knowledge** from across the whole qualification in an integrated way.
- **Design of this external assessment ensures that there is sufficient stretch and challenge, enabling the assessment of knowledge and understanding at the end of the learning period and evaluating diverse and complex business scenarios.**



Level 3 BTEC Extended Certificate in Business

- Innovation and Enterprise
- Supply, demand and price
- Market Structure
- SWOT, PESTLE
- Internal, External and Competitive Environment
- Aims and Objectives
- Structure and Organisation
- Communications
- Stakeholders and influence
- Features of business

- F Complete statements of comprehensive income and financial position and evaluate a business's performance
- E Break-even and cash flow forecasts
- D Select and evaluate different sources of business finance
- C Understand the purpose of accounting
- B Explore the personal finance sector
- A Understand the importance of managing personal finance

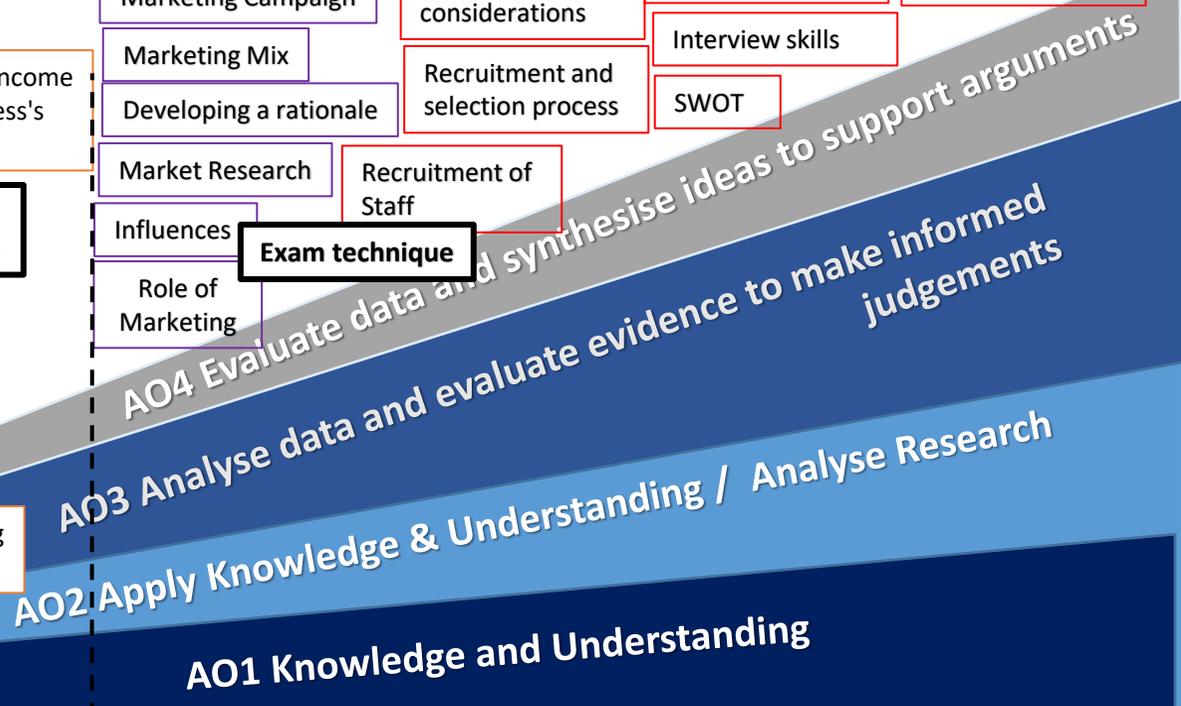
Exam technique

- Marketing Campaign
- Marketing Mix
- Developing a rationale
- Market Research
- Influences
- Role of Marketing

- Ethics and legal considerations
- Recruitment and selection process
- Recruitment of Staff

- Job applications
- Interview skills
- SWOT

Career Plan



Year 12 BTEC

Unit 1 Exploring Business (coursework)
 Explore the features of different businesses and analyse what makes them successful, Investigate how businesses are organized, Examine the environment in which businesses operate, Examine business markets, Investigate the role and contribution of innovation and enterprise to business success.

Unit 3 Personal and Business Finance (external exam)
AO1 Demonstrate knowledge and understanding of business and personal finance principles, concepts, key terms, functions and theories
AO2 Apply knowledge and understanding of financial issues and accounting processes to real-life business and personal scenarios
AO3 Analyse business and personal financial information and data, demonstrating the ability to interpret the potential impact and outcome in context
AO4 Evaluate how financial information and data can be used, and interrelate, in order to justify conclusions related to business and personal finance

Year 13 BTEC

Unit 2: Developing a Marketing Campaign (external exam)
AO1 Demonstrate knowledge and understanding of marketing principles, concepts, processes, key terms, data sources and definitions
AO2 Analyse marketing information and data, demonstrating the ability to interpret the potential impact and influence on marketing campaigns
AO3 Evaluate evidence to make informed judgements about how a marketing campaign should be planned, developed and adapted in light of changing circumstances
AO4 Be able to develop a marketing campaign with appropriate justification, synthesising ideas and evidence from several sources to support arguments

Unit 8: Recruitment and Selection (coursework)
 Examine how effective recruitment and selection contribute to business success, Undertake a recruitment activity to demonstrate the processes leading to a successful job offer, Reflect on the recruitment and selection process and your individual performance

