

## Business Curriculum Map 2025-2026



Subject Intent								
At Elton High School, we aim to equip our students with core knowledge of business concepts, functions, and objectives. Students analyse real-world enterprises, developing skills to evaluate influences on business decisions - from finance and marketing to external factors. Through case studies spanning local to global contexts, learners apply their understanding of business operations, stakeholders, and the competitive environment. The course also builds commercial awareness by exploring how businesses adapt to economic, ethical, and technological challenges. We develop students' ability to interpret data, construct balanced arguments, and make justified recommendations - preparing them for further study or employment in a dynamic business world.								
Key Stage 3	Year	HT1	HT2	HT3	HT4	HT5	HT6	Beyond Elton
Links to: <b>PD Curriculum</b> in <ul style="list-style-type: none"> <li>Y7 (Finance/ Careers)</li> <li>Y9 Personal Finance</li> </ul> <b>Maths Curriculum</b> <ul style="list-style-type: none"> <li>Y9 Personal Finance/ Profit and Loss</li> </ul>	10	<b>Enterprise and Entrepreneurship</b> <ul style="list-style-type: none"> <li>Characteristics of entrepreneurs</li> <li>Reasons for starting a business</li> <li>The role of enterprise</li> </ul>	<b>Spotting a Business Opportunity</b> <ul style="list-style-type: none"> <li>Customer needs</li> <li>Market research</li> <li>Market segmentation</li> <li>Competitive advantage</li> </ul>	<b>Putting a Business Idea into Practice (pt 1)</b> <ul style="list-style-type: none"> <li>Business aims and objectives</li> <li>Business revenues, costs, and profits</li> </ul>	<b>Putting a Business Idea into Practice (pt 2)</b> <ul style="list-style-type: none"> <li>Cash flow</li> <li>Sources of business finance</li> </ul>	<b>Making the Business Effective</b> <ul style="list-style-type: none"> <li>Business location</li> <li>The marketing mix (4Ps)</li> <li>Business plans</li> </ul>	<b>Understanding External Influences on Business</b> <ul style="list-style-type: none"> <li>Stakeholders</li> <li>Technology and business</li> <li>Legislation and business</li> <li>The economy and business</li> <li>External factors (PESTLE)</li> </ul>	<b>Key Stage 5</b> Our course teaches core concepts (marketing, finance, operations) that underpin A-Level Business at Bury College and Holy Cross. Topics like cash flow, business planning, and the marketing mix are expanded at A-Level with deeper analysis, case studies, and strategic decision-making.
	11	<b>Growing the Business</b> <ul style="list-style-type: none"> <li>Business growth (organic &amp; inorganic)</li> <li>Changes in business aims &amp; objectives</li> <li>Ethics &amp; environmental considerations</li> </ul>	<b>Making Marketing Decisions</b> <ul style="list-style-type: none"> <li>Product decisions (design, differentiation, life cycle)</li> <li>Pricing strategies</li> <li>Promotion &amp; advertising</li> <li>Place (distribution channels)</li> </ul>	<b>Making Operational Decisions</b> <ul style="list-style-type: none"> <li>Business operations &amp; efficiency</li> <li>Technology in operations</li> <li>Working with suppliers</li> <li>Managing quality</li> </ul>	<b>Making Financial Decisions</b> <ul style="list-style-type: none"> <li>Business revenues, costs &amp; profits</li> <li>Break-even analysis</li> <li>Cash flow forecasting</li> <li>Sources of finance (for growth)</li> </ul>	<b>Making Human Resource Decisions</b> <ul style="list-style-type: none"> <li>Organisational structures</li> <li>Recruitment &amp; selection</li> <li>Training &amp; motivation</li> <li>Employment law</li> </ul>	Revision	<b>Careers</b> GCSE Business can lead to careers in entrepreneurship, marketing, finance, human resources, or management. It also provides a foundation for roles in retail, banking, consulting, or starting your own business.

**Year 10****Overview of the Year**

In Year 10, students will study Theme 1: Investigating Small Business. This theme introduces learners to the fundamentals of starting and running a small business. Topics include enterprise, market research, business planning, finance, marketing, and external influences. The focus is on developing an understanding of how small businesses operate within local and national contexts, and how business decisions are made in response to internal and external factors. The Year 10 aim is to develop knowledge and understanding of how to start-up a small business (Theme 1), culminating in an introduction to Theme 2 in HT6.

<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>
<p><b>Content:</b>  <b>Topic 1.1 Enterprise and entrepreneurship</b>            - The dynamic nature of business            - Risk and reward            - The role of business enterprise            - Characteristics of entrepreneurs            - Reasons for starting a business</p>	<p><b>Content:</b>  <b>Topic 1.2 Spotting a business opportunity</b>            - Identifying customer needs            - Purpose and methods of market research            - Market segmentation            - Understanding the competitive environment (competitive advantage)</p>	<p><b>Content:</b>  <b>Topic 1.3 Putting a business idea into practice</b>            - Business aims and objectives            - Business revenues, costs and profits            - Break-even analysis</p>
<p><b>Concepts/Generalisations/Skills</b>            - Understanding why new business ideas arise            - Analysing the impact of risk and reward on business activity            - Recognising the role and characteristics of entrepreneurs in business            - Skills developed: Research, Communication, Discussions, Problem solving</p>	<p><b>Concepts/Generalisations/Skills</b>            - Identifying gaps in the market            - Applying primary and secondary research methods            - Using market segmentation to target customers effectively            - Analysing competitor strengths and weaknesses to gain competitive advantage</p>	<p><b>Concepts/Generalisations/Skills</b>            - Understanding the purpose of setting aims and objectives            - Calculating and interpreting business data (revenue, costs, profit)            - Calculating break-even point using formula and graphical methods            - Skills developed: Numeracy, Finance, Evaluation, Decision making, Problem solving</p>
<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• End of sub-topic assessments</li> <li>• Seneca Learning an eRevision Topic 1.1</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• End of sub-topic assessments</li> <li>• Seneca Learning an eRevision Topic 1.2</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• End of sub-topic assessments</li> <li>• Calculation-based assessment on revenue, costs, profit and break-even</li> </ul>
<p><b>Revisit/Review</b>            - Link business ideas to real-world examples of local entrepreneurs            - Connect risk and reward to personal finance (Y9 Personal Finance)</p>	<p><b>Revisit/Review</b>            - Revisit customer needs when introducing market segmentation            - Link competitive advantage to risk/reward decisions (1.1.2)</p>	<p><b>Revisit/Review</b>            - Link aims and objectives back to entrepreneur motivations (1.1.3)            - Connect revenue/costs to Maths curriculum (Y9 Profit and Loss)</p>

Spring 2	Summer 1	Summer 2
<p><b>Content:</b>  <b>Topic 1.3 Putting a business idea into practice (continued)</b>            - Cash and cash-flow            - Sources of business finance</p>	<p><b>Content:</b>  <b>Topic 1.4 Making the business effective</b>            - Business location            - The marketing mix (4Ps): product, price, promotion, place            - Business plans            - The options for start-up and small businesses: sole trader, partnership, private limited company (Ltd)            - The concept of limited liability            - The concept of franchise            - Choosing the right legal structure</p>	<p><b>Content:</b>            - Topic 1.5 Understanding external influences on business            - Business stakeholders            - Technology and business            - Legislation and business            - The economy and business            - External factors (PESTLE overview)</p>
<p><b>Concepts/Generalisations/Skills</b>            - Understanding the difference between cash and profit and the importance of cash-flow forecasting            - Completing and interpreting simple cash-flow statements            - Evaluating appropriate sources of finance for different business contexts            - Skills developed: Numeracy, Finance, Evaluation, Decision making, Problem solving, Planning</p>	<p><b>Concepts/Generalisations/Skills</b>            - Justifying decisions on business location based on key factors            - Applying the marketing mix to different business contexts and understanding its integrated nature            - Comparing and contrasting different legal structures and their suitability            - Analysing the advantages and disadvantages of franchising</p>	<p><b>Concepts/Generalisations/Skills</b>            - Identifying stakeholders and analysing their impact on, and objectives for, a business            - Explaining how technology, legislation, and the economic climate can present opportunities and threats for businesses            - Understanding how businesses respond to external pressures (PESTLE factors)            - Skills developed: Research, Communication, Discussions, Evaluation, Presentations</p>
<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Calculation-based assessment on revenue, costs, profit and break-even</li> <li>• Cash-flow forecast completion task</li> <li>• Seneca Learning an eRevision Topic 1.3</li> <li>• End of sub-topic assessments</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Seneca Learning an eRevision Topic 1.4</li> <li>• End of sub-topic assessments</li> <li>• Marketing mix project/presentation</li> <li>• Legal structures comparison task</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• End of unit assessment: 1.4 – 1.5 combined assessment</li> <li>• End-of-Year 10 Examination: Full Paper 1 (Theme 1) style paper</li> <li>• Seneca Learning an eRevision Topic 1.4</li> <li>• End of sub-topic assessments</li> </ul>
<p><b>Revisit/Review</b>            - Link sources of finance back to the start-up phase (1.1) and risk (1.1.2)            - Connect cash-flow to business planning (introduced in Summer 1)</p>	<p><b>Revisit/Review</b>            - Revisit aims and objectives (1.3.1) when discussing legal structures and franchising            - Link business location decisions to market research (1.2.2)</p>	<p><b>Revisit/Review</b>            - Consolidation of Theme 1: Focus on drawing together knowledge from all topics            - Link to Theme 2: How do these external factors affect growing businesses?</p>

**Year 11****Overview of the Year**

In Year 11, students will study Theme 2: Building a Business. This theme builds on the foundations of Theme 1 and examines how a business develops beyond the start-up phase. Topics include growing the business, making marketing, operational, financial, and human resource decisions. Students will develop a deeper understanding of how established businesses make decisions to achieve success in a dynamic and competitive environment, preparing them for final examinations.

Autumn 1	Autumn 2	Spring 1
<p><b>Content:</b>  <b>Topic 2.1 Growing the business</b></p> <ul style="list-style-type: none"> <li>- Business growth (organic and inorganic)</li> <li>- Changes in business aims and objectives</li> <li>- Business and globalisation</li> <li>- Ethics, the environment and business</li> </ul>	<p><b>Content:</b>  <b>Topic 2.2 Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>- Product: design, brand image, product life cycle, product portfolio</li> <li>- Price: pricing strategies (penetration, skimming, competitive, psychological)</li> <li>- Promotion: appropriate promotion methods for different business contexts</li> <li>- Place: distribution channels and the role of e-commerce</li> <li>- Using the marketing mix to build a competitive advantage</li> </ul>	<p><b>Content:</b>  <b>Topic 2.3 Making operational decisions</b></p> <ul style="list-style-type: none"> <li>- Business operations: job, batch, flow production</li> <li>- Working with suppliers: managing stock, supply chains (just-in-time vs. just-in-case)</li> <li>- Managing quality: quality control vs. quality assurance</li> <li>- The sales process and customer service</li> </ul>
<p><b>Concepts/Generalisations/Skills</b></p> <ul style="list-style-type: none"> <li>- Analysing methods of business growth (organic vs. external growth)</li> <li>- Understanding how and why business aims and objectives change as businesses evolve</li> <li>- Exploring the impact of globalisation on UK businesses</li> <li>- Discussing the ethical and environmental trade-offs businesses face</li> <li>- Skills developed: Research, Communication, Discussions, Evaluation, Decision making</li> </ul>	<p><b>Concepts/Generalisations/Skills</b></p> <ul style="list-style-type: none"> <li>- Analysing the different elements of the marketing mix in a growing business</li> <li>- Applying product life cycle theory to inform marketing decisions</li> <li>- Selecting appropriate pricing strategies based on market conditions</li> <li>- Evaluating integrated marketing mix decisions to create a competitive advantage</li> <li>- Skills developed: Research, Communication, Discussions, Leadership, Design, Presentations, Evaluation</li> </ul>	<p><b>Concepts/Generalisations/Skills</b></p> <ul style="list-style-type: none"> <li>- Explaining different production methods and their suitability for different business contexts</li> <li>- Interpreting stock control diagrams and understanding supply chain management</li> <li>- Justifying the importance of quality and efficient operations for business success</li> <li>- Understanding the importance of customer service in building competitive advantage</li> <li>- Skills developed: Research, Communication, Discussions, Planning, Problem solving, Evaluation</li> </ul>
<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Case study analysis on business growth methods</li> <li>• Ethical/environmental case study discussion</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Mock exam based on curriculum coverage to date</li> <li>• Marketing mix case study with evaluative question</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Stock control diagram interpretation task</li> <li>• Operations methods comparison</li> <li>• Seneca Learning an eRevision Topic 2.3</li> <li>• End of sub-topic assessments</li> </ul>

<ul style="list-style-type: none"> <li>Seneca Learning an eRevision Topic 2.1</li> <li>End of sub-topic assessments</li> </ul>	<ul style="list-style-type: none"> <li>Product life cycle analysis task</li> <li>Seneca Learning an eRevision Topic 2.2</li> <li>End of sub-topic assessments</li> </ul>	
<b>Revisit/Review</b> - Revisit aims and objectives (1.3.1) and how they change with growth - Link to stakeholders (1.5.1) and how their influence may change as businesses grow	<b>Revisit/Review</b> - Revisit the marketing mix (1.4.3) and build on it with more complex marketing strategies - Link to globalisation (2.1.3) and its impact on marketing decisions	<b>Revisit/Review</b> - Revisit business location (1.4.2) and link to operational decisions (e.g., proximity to suppliers) - Link quality management to business image (2.1.4)

Spring 2	Summer 1	Summer 2
<b>Content:</b> <b>Topic 2.4 Making financial decisions</b> - Business calculations: gross profit, net profit, ARR (Average Rate of Return) - Understanding business performance: interpreting financial statements (income statements) - Using financial data to make informed business decisions	<b>Content:</b> <b>Topic 2.5 Making human resource decisions</b> - Organisational structures: hierarchical structures, span of control, chain of command, centralisation vs. decentralisation - Effective recruitment: documents (job descriptions, person specifications), recruitment process - Effective training and development: induction, on-the-job, off-the-job training - Motivation: financial methods (salary, wage, commission, profit share) and non-financial methods (job rotation, enrichment, autonomy) - Employment law (basic principles)	<b>Content: Revision and External Exams</b> - Paper 1: Investigating Small Business (Theme 1) - Paper 2: Building a Business (Theme 2) - Exam technique: "Analyse," "Discuss," and "Evaluate" questions - Case study practice and past paper questions
<b>Concepts/Generalisations/Skills</b> - Calculating and interpreting key financial ratios (gross profit margin, net profit margin) - Understanding the difference between gross and net profit - Calculating ARR to support investment decisions - Using quantitative data to make informed business judgements - Skills developed: Numeracy, Finance, Evaluation, Decision making	<b>Concepts/Generalisations/Skills</b> - Understanding and drawing simple organisational structures - Analysing the importance of an effective recruitment and selection process - Evaluating different methods of training and their impact on business performance - Comparing financial and non-financial methods of motivation - Skills developed: Research, Communication, Discussions, Leadership, Presentations, Teamwork, Evaluation	<b>Concepts/Generalisations/Skills</b> - Synthesising knowledge from both themes - Applying knowledge to unfamiliar contexts - Developing chains of reasoning and evaluative judgement - Identifying command words and structuring appropriate responses - Time management in examination conditions

<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Mock paper 2 based on 2.1 to 2.4</li> <li>• Financial calculations assessment (profit margins, ARR)</li> <li>• Interpretation of financial statements task</li> <li>• Seneca Learning an eRevision Topic 2.4</li> <li>• End of sub-topic assessments</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Organisational structure diagram task</li> <li>• Motivation theory application task</li> <li>• Seneca Learning an eRevision Topic 2.5</li> <li>• End of sub-topic assessments</li> </ul>	<p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>- Past paper questions with peer and self-assessment</li> <li>- Targeted revision tasks based on mock performance</li> <li>- GCSE External Examinations (Summer series)</li> </ul>
<p><b>Revisit/Review</b></p> <ul style="list-style-type: none"> <li>- Revisit revenue, costs, and profit calculations (1.3.2) and build on with margin analysis</li> <li>- Link financial decisions to business growth objectives (2.1.1)</li> </ul>	<p><b>Revisit/Review</b></p> <ul style="list-style-type: none"> <li>- Revisit enterprise and entrepreneurs (1.1.3) – link to leadership and motivation</li> <li>- Link organisational structures to business growth (2.1.1)</li> </ul>	<p><b>Revisit/Review</b></p> <ul style="list-style-type: none"> <li>- Final review: Personalised learning checklists and targeted revision based on mock performance</li> <li>- Focus on high-value topics and common misconceptions</li> </ul>