Shenley Brook End School
Business Curriculum

Key Attitude: Business Decisions and Strategy
Key Knowledge:
3.5 Assessing Competitiveness
3.6 Managing change
Key Skills: Expression, Solving problems, Literacy Independence & Team work
Career Link: Chief Executive, Managing Director, Regional/Country Director

Key Attitude: Global Business
Key Knowledge:
4.3 Global Marketing & .4 Global Industries and Companies
Key Skills: Solving problems, Literacy Independence & Team work
Career Link: International Marketing Executive, Managing Director, CEO, International Lawyer International Marketing Research Officer/Executive

Key Attitude: Business Decisions and Strategy
Key Knowledge:
3.3 Decision making techniques
3.4 Influences on business decisions
Key Skills: Solving problems, Team work
Career Link: Sole Trader, Partnership, Business Entrepreneur, Managing Director, CEO

Key Knowledge: *Paper 3 Revision*
Key Skills: Enquiry

Key Knowledge: *Paper 1 Revision*
Key Skills: Literacy

PESTEL Analysis



Key Knowledge: *Paper 2 Revision*
Key Skills: Commitment

Key Attitude: Business Decisions and Strategy
Key Knowledge:
3.1- Business objectives and strategy
3.2 Business growth
Key Skills: Teamwork, Literacy, Independence, Numeracy & Enquiry
Career Link: Business Investor, Chartered Accountant, Banker, Business Manager

Key Attitude: Marketing and People
Key Knowledge:
1.5- Entrepreneurs and Leaders
Key Skills: Solving problems, Literacy Independence & Team work
Career Link: Sole Trader and/or Partnership & Business Entrepreneur/Tycoon & Marketing Officer/Executive, Managing Director, CEO

Key Attitude: Marketing and People
Key Knowledge:
1.4- Managing People
Key Skills: Solving problems, Teamwork, Literacy, Independence, Expression & Enquiry
Career Link: HR Manager, HR Advisor, Recruitment Officer, Trade Union Officer/Executive, Training Learning & Development Manager

Key Attitude: Marketing and People
Key Knowledge:
1.3- Marketing Mix and Strategy
Key Skills: Expression, Solving problems, Literacy Independence & Team work
Career Link: Marketing Officer/Executive , Marketing Research Officer/Executive

Key Attitude: Global Business
Key Knowledge:
4.1 Globalisation
4.2 Global Markets and Business Expansion
Key Skills: Solving problems, Literacy Independence, Expression
Career Link: International Business Officer, Sole Trader, Partnership, International Marketer

Y13

Key Attitude: Marketing and People
Key Knowledge:
1.2- The Market
Key Skills: Teamwork, Expression, Solving problems & Enquiry
Career Link: Market Analyst, Financial Analyst & Investor, Financial Journalist

Key Attitude: 2.5 Making Human Resource (HR) decisions
Key Knowledge:
- *Organisational structure*
- *Effective Recruitment*
- *Training and Development*
- *Motivation*

Key Skills: Solving problems Teamwork, Literacy, Independence, Expression & Enquiry
Career Link: HR Manager, HR Advisor, Recruitment Officer, Trade Union Officer/Executive, Training Learning & Development Manager

Key Attitude: Managing Business Activities
Key Knowledge:
2.5- External Influences
Key Skills: Teamwork & Enquiry
Career Link: Business Lawyer, Financial Analyst and Investor, Financial Journalist

Key Attitude: Managing Business Activities
Key Knowledge:
2.4-Resource Management
Key Skills: Solving problems Teamwork, Literacy, Independence & Enquiry
Career Link: HR Manager, HR Advisor, Recruitment

Key Attitude: Managing Business Activities
Key Knowledge:
2.3- Managing Finance
Key Skills: Enquiry, Teamwork, Independence, Numeracy
Career Link: Business Investor, Chartered Accountant, Bank Business Manager

Key Attitude: Managing Business Activities
Key Knowledge:
2.2- Financial Planning
Key Skills: Enquiry, Teamwork, Independence, Numeracy
Career Link: Business Investor, Chartered Accountant, Bank Business Manager

Key Attitude: Managing Business Activities
Key Knowledge:
2.1- Raising Finance
Key Skills: Enquiry, Teamwork, Independence, Numeracy
Career Link: Business Investor, Chartered Accountant, Bank Business Manager

Key Attitude: Marketing & People
Key Knowledge:
1.1- Meeting Customer Needs
Key Skills: Expression, Solving problems, Literacy Independence & Team work
Career Link: Marketing Officer/Executive , Marketing Research Officer/Executive

Paper 1 & Paper 2 Revision

Y12

Key Attitude: 2.3 *Making operational decisions*
Key Knowledge:
- *Business operations*
- *Working with Suppliers*
- *Managing Quality*
- *The Sales Process & Customer Service*

Key Skills: Enquiry, Teamwork, Independence
Career Link: Quality Assurance Supervisor, Warehouse Operative, Purchasing Manager, Operations Manager

Key Attitude: 2.2 Making marketing decisions
Key Knowledge:
- Product, Price, Place, Promotion
- *Using Marketing Mix to make business decisions;*

Key Skills: Solving problems, Literacy Independence & Team work
Career Link: Marketing Officer/Executive , Marketing Research Officer/Executive

Key Attitude: 2.4 Making financial decisions
Key Knowledge:
- *Business calculation*
- *Understanding Business Performance*
- *Managing Quality*
- *The Sales Process & Customer Service*

Key Skills: Enquiry, Teamwork, Independence, Numeracy
Career Link: Business Investor, Chartered Accountant, Bank Business Manager

Y11

Key Attitude: 2.1 Growing the business
Key Knowledge:
- *Business growth,*
- *Changes in business aims and objectives*
- *Business and globalisation*
- *Ethics the environment and business*

Key Skills: Teamwork, Problem Solving, Expression & Enquiry
Career Link: Financial Analyst, Business Investor

Key Attitude: 1.5 Understanding external influences on business
Key Knowledge:
- *Business stakeholders, Technology and business, Legislation and business*
- *The economy and business & External influences*

Key Skills: Teamwork & Enquiry
Career Link: Business Lawyer, Financial Analyst and Investor, Financial Journalist

Y10

Key Attitude: 1.3 Putting a business idea into practice
Key Knowledge:
- *Business aims and objectives*
- *Business revenues, costs and profits*
- *Cash and cash-flow*
- *Sources of business finance*

Key Skills: Teamwork, Literacy, Independence, Numeracy & Enquiry
Career Link: Business Investor, Chartered Accountant, Banker, Business Manager

Key Attitude: 1.4 Making the business effective
Key Knowledge:
- *The options for start-up and small businesses*
- *Business location*
- *The marketing mix*
- *Business plans*

Key Skills: Independence & Team work
Career Link: Project Manager, Business Planning Manager, Change Management Analyst

Y9

Key Attitude: 1.2 Spotting a business opportunity
Key Knowledge:
- *Customer needs*
- *Market research*
- *Market segmentation*
- *The competitive environment*

Key Skills: Solving problems, Literacy, Independence & Team work
Career Link: Marketing Officer/Executive , Marketing Research Officer/Executive

Key Attitude: 1.1 Enterprise Project & Enterprise and Entrepreneurship
Key Knowledge:
- *The dynamic nature of business*
- *Risk and reward*
- *The role of business enterprise*

Key Skills: Solving problems, Literacy Independence & Team work
Career Link: Sole Trader and/or Partnership & Business Entrepreneur/Tycoon

