



CURRICULUM OVERVIEW

Business

KS4 - Travel and Tourism BTEC Tech Award Level 1/2 in Travel and tourism (Edexcel)

KS4 - GCSE 1-9 Business (Edexcel)

KS4 - WJEC Level 1 / 2 Vocational Award in Retail Business (WJEC)

KS5 - BTEC Level 3 National Certificate in Business (Edexcel)

Key Stage 4 Curriculum Milestones

By the end of Year 10 students studying GCSE Business will be able to:

- Understand how and why business ideas are created (e.g. technology and changing consumer needs)
- Know the role of entrepreneurs and the concept of risk vs reward.
- Be able to identify and analyse customer needs
- Understand and evaluate market research methods (primary/secondary, qualitative/quantitative)
- Use market segmentation and analyse competition
- Understand business aims and objectives (financial and non-financial)
- Calculate and interpret revenue, costs, profit and break-even
- Understand cash flow, cash-flow forecasts and sources of finance
- Know business ownership types, location decisions and the marketing mix (4Ps)
- Understand external influences (stakeholders, technology, legislation, economy) and how businesses respond)

By the end of Year 10 students studying Retail Business will be able to:

- Recognise supermarkets, department stores, independent retailers, online retailers, multi-channel businesses and specialist retailers.
- Distinguish between sole traders, partnerships, limited companies, co-operatives and charities.
- Explain aims such as profit maximisation, increasing sales, customer satisfaction and environmental responsibility.
- Understand the roles of marketing, finance, customer service, logistics, human resources and purchasing.
- Explain sourcing, warehousing, distribution and inventory management processes.
- Consider economic, technological, social, ethical and environmental influences.
- Use charts, graphs and tables to identify trends and performance indicators.
- Calculate percentages, averages, sales revenue and profit/loss figures accurately.
- Understand the principles and importance of good customer service.
- Organise findings using appropriate written communication, tables, charts and graphs.

By the end of Year 11 students studying GCSE Business will be able to:

- Understand methods of business growth (organic vs external)
- Know how and why aims and objectives change as businesses grow)
- Understand globalisation and international trade, including impacts on businesses.
- Evaluate ethical and environmental considerations.
- Apply the marketing mix strategically (product life cycle, pricing, promotion, place)
- Understand production methods and operational efficiency.
- Analyse stock control, suppliers and quality management.
- Calculate and interpret profit, profit margins and average rate of return.
- Use financial information to assess business performance and decision-making
- Understand human resource management (structures, recruitment, training, motivation.

By the end of Year 11 students studying Retail Business will be able to:

- Recommend appropriate actions when dealing with different customer needs and situations.
- Analyse strengths and weaknesses in customer service provision across retail businesses.
- Create questionnaires, interview schedules and mystery shopper activities to gather reliable data.
- Draw informed conclusions and suggest improvements using evidence collected.
- Apply principles such as storytelling, colour, layout, balance and customer appeal.



- Create displays suitable for different products, retail formats and customer groups.
- Recommend suitable decisions regarding product, price, place and promotion.
- Design posters, social media adverts, leaflets or digital advertisements targeted at specific audience
- Evaluate business evidence and justify recommendations to improve retail performance.
- Combine knowledge of retail operations, customer service, merchandising and marketing to achieve business aims

Key Stage 4 Curriculum Milestones

By the end of Year 10 students studying BTEC Tech award in Travel and Tourism will be able to:

- The main types of travel and tourism organisations (e.g. accommodation, transport, attractions, tour operators)
- The different ownership types (private, public, voluntary) and their aims
- How travel and tourism organisations work together and why partnerships are important
- The role of technology in travel and tourism (e.g. apps, online booking, AI, VR)
- The different types of tourist destinations (e.g. cities, coastal, rural, cultural)
- The key features that make destinations attractive to visitors
- The different types of tourism (domestic, inbound, outbound)
- The different types of visitors and their characteristics
- The range of travel options and transport routes available
- The purpose of market research in travel and tourism
- The difference between primary and secondary research methods

By the end of Year 11 students studying BTEC Tech award in Travel and Tourism will be able to:

- How organisations identify customer needs, preferences and trends
- The different needs of customers (e.g. budget, accessibility, purpose of travel)
- How travel organisations meet customer needs with products and services
- The different types of travel (leisure, business, specialist, visiting friends and relatives)
- How to plan a holiday to meet specific customer needs and preferences
- The main factors that influence global travel and tourism (economic, political, natural, media, safety, health)
- The positive and negative impacts of tourism (economic, social, environmental)
- The meaning of sustainable tourism and how impacts can be managed
- How destinations are managed and developed over time (including government roles and partnerships)

Key Stage 5 Curriculum Milestones

By the end of Year 12 students studying BTEC Level 3 Extended Certificate in Business will be able to:

Unit 1:

- Explain what businesses do and the difference between profit and non-profit organisations.
- Describe different ownership types (e.g. sole trader, company) and business sectors.
- Recognise the key factors that help businesses succeed, such as meeting customer needs.
- Describe who stakeholders are and how they influence business decisions.
- Understand how businesses share information effectively using written and verbal methods.
- Identify organisational structures and different departments within a business.
- Understand business goals and how SMART objectives are used
- Describe how external and internal factors (e.g. economy, technology) affect businesses.
- Explain supply and demand, pricing, and different types of market structures.
- Understand how new ideas help businesses grow, and the risks involved.

Unit 3:

- Plan spending, avoid debt, and set financial goals.
- Compare payment methods (cash, card, online) and decide which is most suitable.
- Choose suitable savings, loans, and insurance based on different situations.



- Explain the role of banks, building societies, and other financial institutions.
- Identify how organisations like the FCA and Financial Ombudsman protect you.
- Find and evaluate sources of financial help, such as advisors and comparison sites.
- Identify income, expenditure, and understand why businesses keep accounts.
- Compare internal and external finance options and suggest suitable choices.
- Prepare and interpret cash flow forecasts and break-even analysis
- Complete and interpret financial statements and calculate key ratios to judge success.

By the end of Year 13 students studying BTEC Level 3 Extended Certificate in Business will be able to:

Unit 2:

- Understand how marketing identifies, attracts, and satisfies customer demand.
Know how businesses use marketing to increase sales, market share, and brand awareness.
- Understand mass vs niche markets and how businesses target specific customer groups.
- Know how branding and unique selling points help products stand out.
- Be aware of factors like budget, technology, competition, and laws that affect campaigns.
- Understand how businesses gather data to identify customer needs and market trends.
- Know the difference between primary and secondary, and qualitative and quantitative research.
- Understand how research is analysed to support campaign planning.
- Know product, price, place, promotion, people, process, and physical environment.
- Understand how campaigns are planned, budgeted, targeted, and evaluate

Unit 8

- Why recruitment is important to the success of a business
- The main reasons why businesses need to recruit new employees
- The difference between internal and external recruitment methods
- The stages involved in the recruitment and selection process
- The purpose of key recruitment documents (job description, person specification, CV, application form)
- The different selection methods used by businesses (e.g. interviews, tests, assessment centres)
- The importance of clear and professional communication during recruitment
- The legal and ethical requirements in recruitment (e.g. equality, fairness, confidentiality)
- The key skills needed to succeed in interviews (e.g. communication, body language, professionalism)
- How recruitment processes and individual performance can be reviewed and improved