



**ST BERNARD'S
HIGH SCHOOL**

Curriculum Guide

Business

2025 - 26



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Curriculum Intent

The aim of the Business department is that students that study Business at St Bernard's High School will become reflective and confident individuals that are capable of becoming future business leaders. Students will be equipped to develop the skills to become business specialists and entrepreneurs. Students will discover how all businesses operate, from start-ups to multinationals. With the ever-growing emphasis on schools preparing students for the world of work, Business will equip students with the expertise needed to thrive in a corporate environment. Throughout the course students will gain a plethora of transferable skills such as problem solving, communication, and teamwork.

Head of Maths, Computer Science, Business and Economics Faculty

Mr J Miller

Head of Business and Economics Department

Mrs L Cousins

Year 10

This subject can be chosen as an option for GCSE.

Curriculum overview for Year 10

In Year 10, students will start the Edexcel GCSE Business course, progressing through Theme 1 (Investigating Small Business). During this year students will gain foundational knowledge in a range of topics to introduce them to the world of business. At the start of Year 10 we will learn about the how and why entrepreneurs spot business ideas and throughout the year we will follow the journey of all the key decisions and milestones an entrepreneur will experience when starting up a new business. Throughout the year students will examine a range of case studies about small businesses and will learn to analyse the impacts of various business decisions and make balanced recommendations about the best future course of action for a business owner.

Number of lessons per fortnight: 3

Skills developed: Decision-making, communication (written and verbal), financial literacy, commercial awareness, problem solving, critical thinking, calculation, interpretation, data analysis (qualitative and quantitative).

Classes: Students are taught in mixed ability classes

Essential equipment: Calculator, black/blue pen, green pen, ruler, pencil, eraser, highlighter

Extracurricular and enrichment opportunities: Business open house (lunchtimes)

Careers curriculum: Students will learn about the motivations and role of entrepreneurs. They will build an awareness of how businesses are created from spotting an opportunity to managing day to day operations. Students will begin to look at the some of the functional areas of a business (marketing and finance) and will gain an understanding of the different job roles and skills required in these business functions.

	Content studied	Literacy focus	What parents can do to help
Autumn Term	<ul style="list-style-type: none"> How and why new business ideas come about. Risk and reward The role of businesses and entrepreneurship Customer needs Market research Market segmentation The competitive environment 	<p>Command words in shorter exam questions 'State' (1), 'outline' (2), 'explain' (3)</p> <p>As this subject is completely new to students at KS4, each lesson will include many new key terms, these will be reviewed each lesson during retrieval and students will be given a glossary of key terms.</p>	Encourage students to read and listen to business news. Pay attention to local independent businesses, discuss why these businesses are successful. If you know any family or friends that currently or previously been business owners, talk to them about their experiences.
Spring Term	<ul style="list-style-type: none"> Aims and objectives Revenue, costs, and profit Cash and cash flow Sources of finance Types of Business ownership Factors influencing business location The marketing mix Business plans 	<p>Command words in 6-mark questions ('Analyse' and 'Discuss')</p> <p>Command words in 2-mark questions ('Calculate')</p> <p>Reading case studies and extracting evidence to support analysis in answers.</p>	Discuss or involve students in household budgeting: discussions about managing monthly outgoings and personal finance (credit and debits cards, overdrafts, mortgages, saving).
Summer Term	<ul style="list-style-type: none"> Stakeholders and stakeholder conflict Technology and Business Consumer and employment law 	<p>Command word in 9-mark questions ('Justify')</p> <p>Reading case studies to recognise evidence to support</p>	Discuss basic economic issues and how they might affect you, your household, friends or family.

	<ul style="list-style-type: none"> The economic climate (unemployment, inflation, tax, interest rates, exchange rates) External influences on business Revision and consolidation of Theme 1 content and introduction to Year 11 	or contrast with a particular view.	Support students with revision for the end of year mock. This will be their first full GCSE style paper. They should revise all Theme 1 content and practice past paper questions.
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Helpful books/websites:

- CGP GCSE Business Revision Guide
- BBC Bitesize (Business)
- Tutor2u Business GCSE
- Seneca (Edexcel GCSE Business)
- Exam Board website – Edexcel GCSE Business (9-1) <https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>
- MME Revise – Past papers and mark schemes - <https://mmerevise.co.uk/gcse-business-revision/gcse-business-past-papers/edexcel-gcse-business-past-papers/>
- Two Teachers – GCSE Edexcel Business (YouTube) <https://www.youtube.com/playlist?list=PLftmziinjwVQCnLC4WZlrm5y2d6ILD96p>
- Business as Usual (YouTube) - <https://www.youtube.com/@BusinessAsUsual>
- BizzWizard (YouTube) - <https://www.youtube.com/@BizzWizard>

Year 10 Business super curriculum**Read:**

- The business sections of BBC News, The Guardian, or The Times.
- A biography or autobiography of an entrepreneur:
 - Shoe Dog: A memoir by the Creator of NIKE by Phil Knight
 - The Diary of a CEO: The 33 Laws of Business and Life by Steven Bartlett
 - We Can All Make It by Sara Davies
- This article about the rebranding of Lucozade <https://www.historic-uk.com/Culture-UK/Lucozade/>
- This article about how banks make money <https://www.thetimes.com/money-mentor/banking-saving/savings-accounts/what-is-money-and-what-do-banks-do-with-yours>

Watch

- The Apprentice on BBC 1 or Dragon's Den on BBC 2 (both available on BBC iPlayer)
- Talking Business – BBC News/One (available on BBC iPlayer)
- The Founder – Netflix
- Steve Jobs' 2005 Stanford Commencement Address - https://www.youtube.com/watch?v=Hd_ptbiPoXM
- How AI Could Empower Any Business - Andrew Ng – TED <https://www.youtube.com/watch?v=reUZRyXxUs4>
- 6 Tips on Being a Successful Entrepreneur - John Mullins - TED <https://www.youtube.com/watch?v=eHJnEHyyN1Y>

Listen

- BBC Business Daily (BBC Sounds or Spotify)
- The Bottom Line (BBC Sounds or Spotify)
- TED Business (Spotify)
- How I Built This (Spotify)
- The Economist (Spotify)

Year 11

This subject can be chosen as an option for GCSE.

Curriculum overview for Year 11

In Year 11, students will continue the Edexcel GCSE Business course, progressing through Theme 2 (Building a Business). During this year students will gain a deeper understanding of the different functions of a business (marketing, operations, finance, HR) and how each contribute to overall business success. Throughout the year students will examine a range of case studies about large, well-known business and will refine their skills of producing detailed analysis and balanced recommendations about the best future course of action for continued business success.

Number of lessons per fortnight: 3

Skills developed: Decision-making, communication (written and verbal), financial literacy, commercial awareness, problem solving, critical thinking, calculation, interpretation, data analysis (qualitative and quantitative).

Classes: Students are taught in mixed ability classes

Essential equipment: Calculator, black/blue pen, green pen, ruler, pencil, eraser, highlighter

Extracurricular and enrichment opportunities: Business open house (lunchtimes)

Careers curriculum: Students will learn about each of the key functional areas of a business in more detail (finance, marketing, operations, HR). They will gain a clear understanding of the different job roles and skills required in these business functions.

	Content studied	Literacy focus	What parents can do to help
Autumn Term	<ul style="list-style-type: none"> Internal and external growth methods. Finance and ownership types for growth Changes in aims and objectives Globalisation (imports, exports, multinationals) Trade barriers (tariffs and trade blocs) Competing internationally Ethical and environmental considerations The product lifecycle and the design mix Pricing strategies Promotion strategies 	<p>Command word in 12-mark questions ('Evaluate')</p> <p>Reading case studies to look for evidence to support both sides of an argument or viewpoint. Using this evidence to build a balanced argument.</p>	<p>Encourage students to pay attention to marketing strategies when visiting physical stores or shopping online. Discuss any current or past marketing/products that stand out and why they might be effective.</p>
Spring Term	<ul style="list-style-type: none"> Distribution methods: Retail and e-tail The integrated marketing mix Business operations and production methods Managing stock and procurement Managing quality The sales process Business calculations 	<p>Review of all exam command words and corresponding answer structures.</p> <p>Using key terms and evidence from the case study for precise and detailed analysis and balanced evaluation</p>	<p>Discuss experiences of good quality or poor-quality products, delivery or customer service with students. Discuss what impact this had on you as a customer and on the business.</p>

	<ul style="list-style-type: none"> Understanding business performance (using qualitative and quantitative data) Organisational structures, communication and ways of working 		
Summer Term	<ul style="list-style-type: none"> Key job roles and responsibilities Recruitment methods and process Training and development Motivation Revision of all content from Theme 1 and Theme 2 	<p>Review of all exam command words and corresponding answer structures.</p> <p>Using key terms and evidence from the case study for precise and detailed analysis and balanced evaluation</p>	<p>Discuss your experiences in a current or previous job role.</p> <p>Students should be completing as many past paper questions as possible. Support them with revision planning and completing past papers in timed conditions.</p>

Helpful books/websites:

- CGP GCSE Business Revision Guide
- BBC Bitesize (Business)
- Tutor2u Business GCSE
- Seneca (Edexcel GCSE Business)
- Exam Board website – Edexcel GCSE Business (9-1) <https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>
- MME Revise – Past papers and mark schemes - <https://mmerevise.co.uk/gcse-business-revision/gcse-business-past-papers/edexcel-gcse-business-past-papers/>
- Two Teachers – GCSE Edexcel Business (YouTube) <https://www.youtube.com/playlist?list=PLftmziinjwVQCnLC4WZlrm5y2d6ILD96p>
- Business as Usual (YouTube) - <https://www.youtube.com/@BusinessAsUsual>
- BizzWizard (YouTube) - <https://www.youtube.com/@BizzWizard>

Year 11 Business super curriculum**Read:**

- The business sections of BBC News, The Guardian, or The Times.
- A biography or autobiography of an entrepreneur:
 - Shoe Dog: A memoir by the Creator of NIKE by Phil Knight
 - The Diary of a CEO: The 33 Laws of Business and Life by Steven Bartlett
 - We Can All Make It by Sara Davies
- This article about productivity and motivation at Google - <https://www.nytimes.com/2013/03/16/business/at-google-a-place-to-work-and-play.html>
- This article about Amazon distribution centres - <https://www.nytimes.com/2019/07/03/business/economy/amazon-warehouse-labor-robots.html>

Watch:

- The Apprentice on BBC 1 or Dragon's Den on BBC 2 (both available on BBC iPlayer)
- Talking Business – BBC News/One (available on BBC iPlayer)
- Moneyball – Netflix
- The puzzle of motivation - Dan Pink - TED - [The puzzle of motivation | Dan Pink | TED](https://www.youtube.com/watch?v=gIYaSEwobly)
- Globalization: Profits over people - <https://www.youtube.com/watch?v=gIYaSEwobly>
- Why All Brands Should Study Stanley Cup - <https://www.youtube.com/watch?v=Sb9IF7wBnus>

Listen:

- BBC Business Daily (BBC Sounds or Spotify)
- The Bottom Line (BBC Sounds or Spotify)
- TED Business (Spotify)
- How I Built This (Spotify)
- The Economist (Spotify)

Year 12

Curriculum overview for year group

In Year 12, students will start the AQA A-Level Business course, studying Units 1 to 6. Although the A-level course builds on knowledge and skills covered in the GCSE course, the KS5 scheme of work and lessons are designed to be accessed by students without the need for prior study of Business. Throughout Year 12, students build a strong knowledge of the inner workings of a business, starting with how and why businesses exist, they will consider the impact of management and leadership and study each of the functional areas (marketing, finance, operations, and HR) in detail.

Number of lessons per fortnight: 5

Skills developed: Decision-making, communication (written and verbal), financial literacy, commercial awareness, problem solving, critical thinking, calculation, interpretation, data analysis (qualitative and quantitative).

Essential equipment: Calculator, black/blue pen, green pen, ruler, pencil, eraser, highlighter, lined paper, plastic wallets, file dividers

Extracurricular and enrichment opportunities: Business open house (lunchtimes)

Careers curriculum: Students will learn about each of the key functional areas of a business in rich detail (finance, marketing, operations, HR). They will gain a clear understanding of the different job roles and skills required in these business functions. Students will also learn about the motivations and role of entrepreneurs. They will build an awareness of how businesses are created from spotting an opportunity to managing day to day operations.

	Content studied	Literacy focus	What parents can do to help
Autumn Term	<ul style="list-style-type: none"> Why businesses exist Business mission, aims, objectives Revenue, costs, and profit Business ownership types and forms Shareholders, share capital and the stock market. The external business environment Management and leadership styles Decision making Risk and reward, opportunity cost Stakeholders and stakeholder conflict Marketing objectives Market research Operations objectives Operational performance (data) 	<p>Command words in shorter exam questions 'explain' and calculate.</p> <p>Each lesson will include many new key terms (with more for students who have not studied business at KS4). These will be reviewed each lesson during retrieval and students will be given a glossary of key terms.</p>	<p>Encourage students to read and listen to business news. Pay attention to local independent businesses, discuss why these businesses are successful. If you know any family or friends that currently or previously been business owners, talk to them about their experiences.</p> <p>Support students with organisation and setting up folders.</p>
Spring Term	<ul style="list-style-type: none"> Sampling methods Interpreting marketing data Price and income elasticity Market segmentation, positioning and targeting 	<p>Command words in exam questions 'analyse', 'to what extent', 'justify your view'</p> <p>Reading case studies to recognise evidence to support or contrast with a particular view.</p>	<p>Encourage students to pay attention to marketing strategies when visiting physical stores or shopping online. Discuss any current or past marketing/products that stand out and why they might be effective.</p>

	<ul style="list-style-type: none"> • The extended marketing mix • The Boston Matrix and product life cycle • Promotion strategies • Pricing strategies • Distribution channels • Capacity utilisation, efficiency and productivity • Lean production and the optimal resource mix • Technology in operations • Importance of quality and methods to improve it. • Matching supply to demand • Inventory management • Working with suppliers • Financial objectives • Financial performance (data) • Human resource objectives • HR performance (data) 	Understanding and using qualitative and quantitative data.	Encourage students to begin prioritising independent revision on topics that have found difficult in preparation for mocks next term.
Summer Term	<ul style="list-style-type: none"> • Sources of finance • Improving cash flow and profits • Organisational structure and design • The HR flow • Motivational theories and Improving motivation • Employer-employee relations • Revision and consolidation of Unit 1-6 content and introduction to Year 13 	<p>Command words in exam questions 'analyse', 'to what extent', 'justify your view'</p> <p>Wider reading around the subject with the focus on students building an understanding of different industries or business cases so that they can use their own examples for application in exam answers.</p>	<p>Discuss your experiences in a current or previous job role, talk about factors such as motivation, rewards, workplace conflict, management styles.</p> <p>Support students with revision for the End of Year mock – This will be their first full A-LEVEL style paper. They should revise all Unit 1 to 6 content and practice past paper questions. They should complete past papers as practice; these should be Paper 2.</p>

Helpful books/websites:

- CGP AQA A-Level Business Revision Guide
- Tutor2u Business GCSE
- Seneca (AQA ALEVEL Business)
- Exam Board website – AQA A-Level Business - <https://www.aqa.org.uk/subjects/business/a-level/business-7132/specification>
- MME Revise – Past papers and mark schemes – <https://mmerevise.co.uk/a-level-business-revision/a-level-business-past-papers/aqa-a-level-business-past-papers/>
- Bizconsesh - <https://www.youtube.com/@Bizconsesh>
- TakingTheBiz - <https://www.youtube.com/@TakingTheBiz>

Year 12 Business super curriculum**Read:**

- The business sections of BBC News, The Guardian, or The Times.
- A business book:
 - The Everything Store: Jeff Bezos and the Age of Amazon by Brad Stone
 - Good to Great by Jim Collins
 - This is Marketing by Seth Godin
- This article about the growth in the luxury fragrance market caused by Gen Z - <https://www.theguardian.com/fashion/2025/jun/30/perfume-boom-gen-z-independent-brands>
- This article about managing global supply chains - <https://hbr.org/2020/09/global-supply-chains-in-a-post-pandemic-world>

Watch:

- The Apprentice on BBC 1 or Dragon's Den on BBC 2 (both available on BBC iPlayer)
- Talking Business – BBC News/One (available on BBC iPlayer)
- Inside the Factory (BBC)
- 24 Hours in Aldi (Netflix)
- Simon Sinek – Start with why, how great leaders inspire action - https://www.youtube.com/watch?v=u4ZoJKE_VuA
- Neuromarketing: How brands are getting your brain to buy more stuff - https://www.youtube.com/watch?v=mkDVC_izlV0

Listen

- BBC Business Daily (BBC Sounds or Spotify)
- The Bottom Line (BBC Sounds or Spotify)
- TED Business (Spotify)
- How I Built This (Spotify)
- The Economist (Spotify)

Do

- Find and complete a virtual work experience programme - <https://www.springpod.com/virtual-work-experience/search>
- Complete a free course online - [All our free courses | OpenLearn - Open University](#) or <https://www.futurelearn.com/courses>

Year 13

Curriculum overview for year group

In Year 13, students will continue the AQA A-Level Business course, studying Units 7 to 10. Throughout the year, students will deepen their knowledge by considering the successes and challenges faced by businesses as they grow and trade internationally. The scheme of work is designed in this way to encourage students to make synoptic links between all the topics that they cover, allowing them to build a fuller, big picture view of the business world.

Number of lessons per fortnight: 5

Skills developed: Decision-making, communication (written and verbal), financial literacy, commercial awareness, problem solving, critical thinking, calculation, interpretation, data analysis (qualitative and quantitative).

Essential equipment: Calculator, black/blue pen, green pen, ruler, pencil, eraser, highlighter, lined paper, plastic wallets, file dividers

Extracurricular and enrichment opportunities: Business open house (lunchtimes)

Careers curriculum: Students will deepen their knowledge about each of the key functional areas of a business. They will gain a clear understanding of the different job roles and skills required in these business functions. Students will also learn about how a business may grow and adapt to deal with changes in the market and to grow and expand internationally, considering the new skills and jobs the business may need during this time.

	Content studied	Literacy focus	What parents can do to help
Autumn Term	<ul style="list-style-type: none"> Influences of mission, objectives, and strategy SWOT analysis Financial ratios, balance sheets, income statements Assessing overall business performance Influence of political and legal changes Influence of the economic climate Influence of social and technological change The competitive environment: Porter's Five Forces Investment appraisal Strategic direction: The Ansoff Matrix Strategic positioning: Porter's Generic strategies Why businesses grow or retrench Organic vs inorganic growth 	<p>Command words in exam questions 'analyse', 'to what extent', 'justify your view'</p> <p>Use of data and calculations to support focused and precise analysis.</p> <p>Wider reading around the subject with the focus on students building an understanding of different industries or business cases so that they can use their own examples for application in exam answers.</p>	<p>Support students with organisation and setting up folders for the new school year.</p> <p>Support them with revision for November mocks – They will be told what units will be covered. They should complete past papers as practice; these should be Paper 1.</p>
Spring Term	<ul style="list-style-type: none"> Methods of growth Issues with growth The pressure and value of innovation 	<p>Review of all exam command words and corresponding answer structures.</p>	<p>Support them with revision for February mocks – They will be told what units will be covered. They should complete past papers as practice; these should be Paper 3.</p>

	<ul style="list-style-type: none"> • Ways of becoming innovative • Intellectual property law • The causes and importance of globalisation • Entering international markets • Managing international markets: Bartlett and Ghoshal • Greater use of digital technology • Pressure for change: Lewin's Force Field • Barriers to change: Kotter and Schlesinger • Overcoming barriers to change • Flexible organisations • Importance and problems with change culture • Handy's culture model • Implementing strategy effectively • Network analysis diagrams • Strategic planning and drift • Planned v emergent strategy • Contingency planning and crisis management 	<p>Use of data and calculations to support focused and precise analysis.</p> <p>Wider reading around the subject with the focus on students building an understanding of different industries or business cases so that they can use their own examples for application in exam answers.</p>	
Summer Term	<ul style="list-style-type: none"> • Review of all topics for Units 1 – 10 and exam technique/ practice. 	<p>Review of all exam command words and corresponding answer structures.</p> <p>Use of data and calculations to support focused and precise analysis.</p> <p>Wider reading around the subject with the focus on students building an understanding of different industries or business cases so that they can use their own examples for application in exam answers.</p>	<p>Students should be completing as many past paper questions as possible. Support them with revision planning and completing past papers in timed conditions.</p>

Helpful books/websites:

- CGP AQA A-Level Business Revision Guide
- Tutor2u Business GCSE
- Seneca (AQA ALEVEL Business)

- Exam Board website – AQA A-Level Business - <https://www.aqa.org.uk/subjects/business/a-level/business-7132/specification>
- MME Revise – Past papers and mark schemes – <https://mmerevise.co.uk/a-level-business-revision/a-level-business-past-papers/aqa-a-level-business-past-papers/>
- Bizconsesh - <https://www.youtube.com/@Bizconsesh>
- TakingTheBiz - <https://www.youtube.com/@TakingTheBiz>

Year 13 Business super curriculum

Read:

- The business sections of BBC News, The Guardian, or The Times.
- A business book:
 - Our Iceberg is Melting by John Kotter
 - The Lean Startup by Erick Ries
 - Never Split the Difference – Mastering the art of negotiation by Chris Voss
- This article about the growth of Cadbury over the last 200 years - <https://www.thegrocer.co.uk/analysis-and-features/cadburys-200-years-of-takeovers-triumphs-and-transformations/688914.article>
- This article about the factors influencing technology and innovation in the UK - <https://www.gov.uk/government/publications/barriers-and-enablers-to-advanced-technology-adoption-for-uk-businesses/factors-influencing-firms-adoption-of-advanced-technologies-a-rapid-evidence-review>

Watch:

- The Apprentice on BBC 1 or Dragon's Den on BBC 2 (both available on BBC iPlayer)
- Talking Business – BBC News/One (available on BBC iPlayer)
- American Factory (Netflix)
- Fyre - The Greatest Party That Never Happened (Netflix)
- Why Marriott, Hilton and Hyatt Don't Actually Own Most of Their Hotels
<https://www.youtube.com/watch?v=qFUuUzZNznY>
- Why American Money Is Taking Over English Football- <https://www.youtube.com/watch?v=VVFByO5thEI>

Listen

- BBC Business Daily (BBC Sounds or Spotify)
- The Bottom Line (BBC Sounds or Spotify)
- TED Business (Spotify)
- How I Built This (Spotify)
- The Economist (Spotify)

Do

- Find and complete a virtual work experience programme - <https://www.springpod.com/virtual-work-experience/search>
- Complete a free course online - [All our free courses | OpenLearn - Open University](https://www.futurelearn.com/courses) or <https://www.futurelearn.com/courses>