

# The Bishop of Winchester Academy Curriculum Plan – Business



The Business curriculum at The Bishop of Winchester Academy has been designed with the key aim of enabling students to live life to the full. Through the acquisition of knowledge and the practised application of skill, students can have the courage to be wise and make intelligent, informed decisions.

Our knowledge-based curriculum is ambitious in its breadth and depth, offering challenge to learners irrespective of their background. Through setting high expectations and accepting no excuses for all, we counter social disadvantage and bolster aspirations. Students are nurtured and supported throughout their journey at The Bishop, and explore ways to develop their awareness, collaboration, creativity, empathy, independence and resilience, collectively referred to as our LApps (Learning Applications).

Year 10	Michaelmas	Lent	Pentecost
Disciplinary Knowledge	Design a business proposal Market research Customer profile Design mix	Design a business proposal Costs, revenue, break-even and profit Risks and challenges of launching a new product	Enterprise and Marketing Concepts Entrepreneurs and risk taking Market research and market segmentation Financial concepts e.g. Costs, revenue, profit/loss, break-even, cash flow
Disciplinary Skills	Primary and secondary research (questionnaire design and research) Review and present results of market research Identify and produce a customer profile for a product Using function, aesthetics and economic factors in creation of a new product	Calculating a variety of financially equations Checking that a business idea is financially viable SWOT and PESTEELEE analyse of a business idea	Characteristics of entrepreneurs and researching the risks that they take Purpose of market research – skills in completing both primary and secondary research How markets are segmented and the impact this has Calculating a variety of financially equations
Personal Development	TBOWA 200 : Boyan Slat LApp: Awareness BV: Individual Liberty and Democracy	TBOWA 200 : Margaret Hamilton LApp: Creativity BV: Respect and Tolerance	TBOWA 200 : Steve Jobs LApp: Independence BV: Respect and Tolerance
Future Pathways	Marketing Researcher Entrepreneur	Accounting/Finance Engineer/Designer Marketing	Marketing Researcher Accounting/Finance People profiler



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Year 11	Michaelmas	Lent	Pentecost
Disciplinary Knowledge	<p>Market and pitch a business proposal                      Developing a brand identity                      Creating a promotional campaign                      Pitching the brand and promotional campaign</p>	<p>Enterprise and Marketing Concepts                      Marketing mix                      Advertising                      Sales promotion techniques                      The product life cycle                      Pricing strategies</p>	<p>Enterprise and Marketing Concepts                      Types of business ownership                      Sources of capital                      Support for enterprise</p>
Disciplinary Skills	<p>Investigating branding and adapting a business idea with relevant branding techniques                      Investigate promotional techniques and adapt a business idea to a relevant technique                      Presenting a new brand for a product with relevant supporting documentation</p>	<p>Investigate the marketing mix and relate to products and services                      Investigate different advertising and sales promotion styles; understanding the relevance of the style depending on the products marketing mix                      Relating products to a life cycle model                      Understanding different pricing strategies and their impacts on a products sales</p>	<p>Understand the different types of business ownership and the relevance of why businesses adopt different ownership over time                      Investigate and understand different sources of finance and reasons for businesses to choose different sources                      Where new and existing businesses seek help to support the running of an organisation</p>
Personal Development	<p><b>TBOWA 200</b>                      Boyan Slat                      LApp:                      Resilience                      BV: Democracy</p>	<p><b>TBOWA 200</b>                      Margaret Hamilton                      LApp:                      Independence                      BV: Rule of Law</p>	<p><b>TBOWA 200</b>                      Steve Jobs                      LApp:                      Resilience                      BV: Individual Liberty</p>
Future Pathways	<p>Marketing                      Advertising                      Public speaking                      Influencer</p>	<p>Marketing                      Advertising                      Brand analysis</p>	<p>Entrepreneur                      Banker                      Financier                      Business advisor</p>

