Watling Academy - Business- Learning Journey

A-Level

Revision and exam preparation

- Exam technique
- Revision of key concepts
- Linking together and evaluating key theories

GCSE Year 11

2.5 Making Human Resource Decisions

- Recruitment, training & motivation
- STEM/MK/Community/ Sustainability

GCSE Year 11

Theme 2: Building a Business

2.1 Growing the Business

- How do firms grow and respond to pressures?
- STEM/MK/Community/ Sustainability

2.2 Making Marketing Decisions

- How do firms integrate the marketing mix competitively?
- STEM/MK/Sustainability

2.3 Making Operational Decisions

- What drives customer satisfaction?

2.4 Making Financial Decisions

- What do the numbers tell us ?
- STEM/MK/Community/ Sustainability

KS4 Year 10

1.5 Understanding External Influences

- How do external influences affect a small business?
- STEM · Interpreting economic data
- Rule of Law, Sustainability, Community

1.4 Making the Business Effective

- What structures and plans help a start-up succeed?
- MK · Location & customer proximity
- Character: : Digital Citizenship, Ambition

KS4 Year 10

1.2 Spotting a Business Opportunity

- How do we understand customers and competitors?
- STEM · Using qualitative & quantitative data
- Integrity, Respect, Community

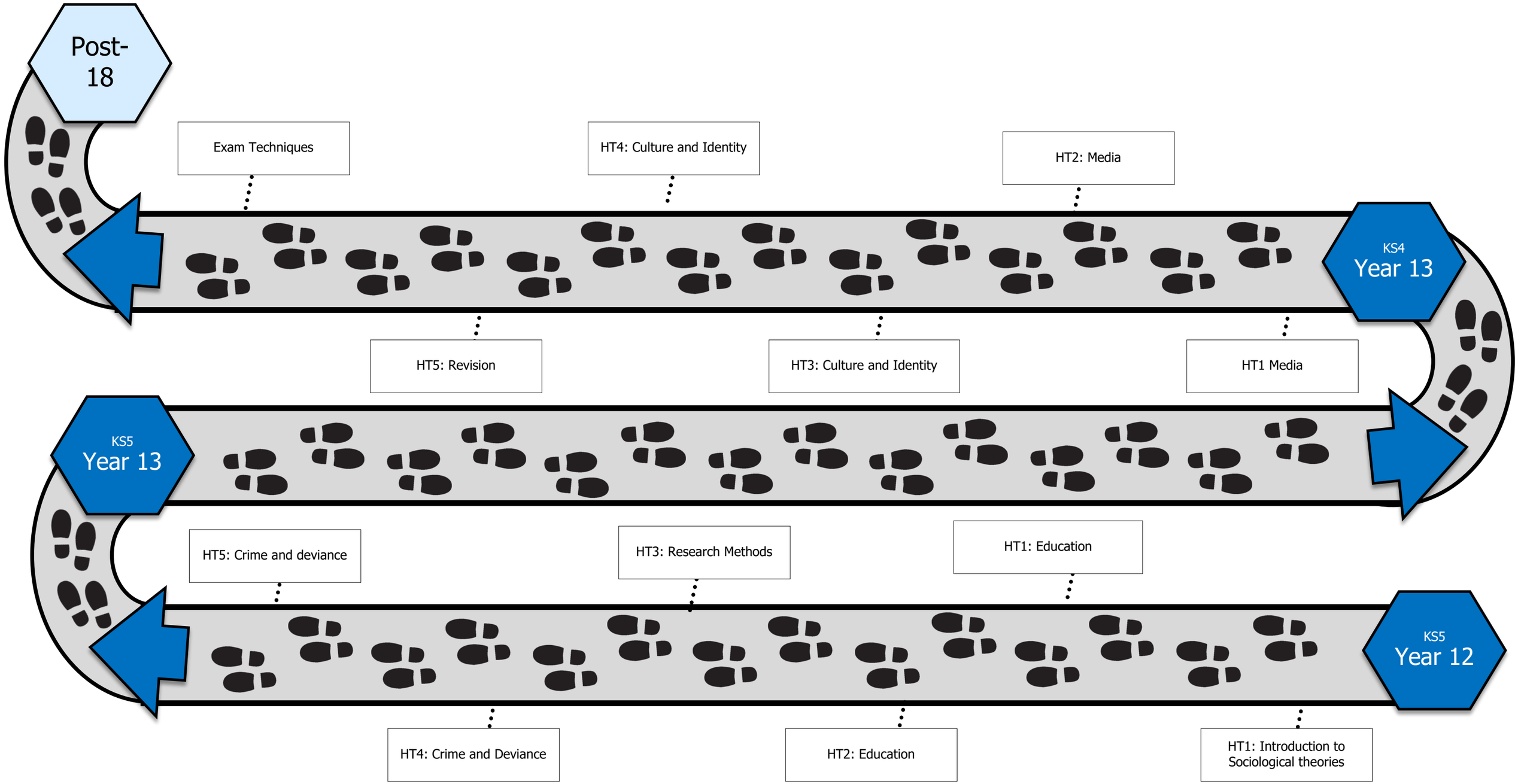
1.3 Putting a Business Idea into Practice

- How do aims, costs, cash and finance shape start-ups?
- STEM · Spreadsheet modelling
- Character: Financial Literacy, Responsibility

KS4 Year 10

Theme 1: Investigating Small Business

1.1 Enterprise & Entrepreneurship

- Dynamic nature of business; risk vs reward; entrepreneurs.
- MK · Local start-ups & micro-businesses
- Character: Ambition, Resilience, Creativity

Watling Academy - Sociology- Learning Journey