Business, Enterprise and Economics at Coombe Wood School

Business Department Vision Statement
At Coombe Wood School, the Business Department is committed to providing every student—regardless of background—with a high-quality, future-focused business education. Our curriculum, grounded in the Curriculum pillars of Ambition, Community, and Culture, equips learners with the knowledge, skills, and mindset to succeed in a global economy. **Ambition:** We set high academic expectations across GCSE, A Level, and BTEC pathways, challenging and supporting students to achieve excellence. Through rigorous teaching and real-world application, we nurture future entrepreneurs, innovators, and business leaders. **Community:** Our curriculum places character education at its core. We develop students into ethical, confident, and socially responsible business thinkers who understand the impact of business decisions on society, the environment, and the wider world. **Culture:** We offer enrichment opportunities—from enterprise competitions and young entrepreneur clubs to industry visits and guest speakers—so that every student can broaden their business acumen beyond the classroom. Whether at KS4 or KS5, our carefully sequenced curriculum blends academic rigour with real-world relevance, preparing students for further study, apprenticeships, or the workplace with the tools to thrive in business and beyond.

Business GCSE Curriculum Map: Long Term Plan						
	Autumn		Spring		Summer	
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
10	3.1 Business in the real world	3.1 Business in the real world 3.2 Influences on business	3.2 Influences on business	3.3 Operations management	3.3 Operations management	3.4 Human resources
11	3.4 Human resources 3.5 Marketing	3.5 Marketing	3.6 Finance	3.6 Finance	Revision	

Vocational Enterprise (KS4) - Curriculum Map: Long Term Plan						
	Autumn		Spring		Summer	
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
10	R067 (TA2): Market research; data; market segmentation* R068 (TA1): Market research; sampling methods; Using research tools; Review market research	R068 (TA2): Identify customer profile R068 (TA3): Create a design mix; Review and finalise design	R067 (TA3): Cost, revenue, profit and loss; break-even; cash R068 (TA4): Financial viability	R068 (TA5): risks and challenges R068: NEA Assessment	R067 (TA4): Marketing mix; advertising medium; promotion* R069 (TA1): Branding; opportunities and threats R068: NEA Assessment	R067 (TA4): PR; selling; product lifecycle; pricing strategies* R069 (TA2): Promotional plan and materials
11	R069 (TA3): Planning a pitch and presentation skills R069 (TA3): Practice pitch; feedback; professional pitch R069 (TA4): Review brand, pitch, and skills R069: NEA Assessment	R067 (TA1): Entrepreneurial characteristics; risk and reward R069: NEA Assessment	R067 (TA5): Ownership; capital; support R067 (TA3): Cost, revenue, profit and loss; break-even; cash R069: NEA Assessment	R067 (TA2): Market research; data; market segmentation R067 (TA4): Marketing mix; advertising medium; promotion; PR; selling; product lifecycle; pricing strategies	R067: Exam revision	

Business A Level - Curriculum Map: Long Term Plan						
	Autumn		Spring		Summer	
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
12	1.1 Meeting customer needs 2.1 Raising finance	1.2 Market 2.2 Financial planning	1.3 Marketing mix and strategy 2.3 Managing finance	1.4 Managing people 2.4 Resource Management	1.5 Entrepreneurs and leaders 2.5 External influences	3.1 Business objectives and strategy 4.1 Globalisation
13	3.2 Business growth 4.2 Global markets and business expansion	3.3 Decision-making techniques 4.3 Global marketing	3.4 Influences on business decisions 4.4 Global industries and MCs	3.5 Assessing competitiveness 3.6 Managing change	Revision for final exams	

BTEC National Business (KS5) - Curriculum Map: Long Term Plan						
	Autumn		Spring		Summer	
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
12	Unit 1: Exploring Business Unit 3: Personal and Business Finance	Unit 1: Exploring Business Unit 3: Personal and Business Finance	Unit 1: Exploring Business Unit 3: Personal and Business Finance	Unit 8: Recruitment and Selection Process Unit 3: Personal and Business Finance	Unit 8: Recruitment and Selection Process Unit 2: Developing a marketing campaign	Unit 8: Recruitment and Selection Process Unit 2: Developing a marketing campaign
13	Unit 21: Training and development Unit 2: Developing a marketing campaign	Unit 21: Training and development Unit 2: Developing a marketing campaign	Unit 21: Training and development Unit 4: Managing an Event	Unit 4: Managing an Event	Unit 4: Managing an Event	