

What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to enable learners to propose business solutions for a range of issues in the retail sector and apply their knowledge and understanding of retail operations to propose responses to change. This unit will:

- Ensure students learn about the issues faced by retailers in today's highly competitive market.
- Ensure students gain knowledge of the retail sector and how its retailers organise their businesses to respond to change.
- Ensure students use their knowledge and understanding gained to recommend how different types of retailers can respond to issues.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<p>AC1.1 DESCRIBE FORMS OF RETAIL BUSINESSES</p> <p>AC1.2 ASSESS FORMS OF OWNERSHIP FOR RETAIL BUSINESSES</p>	<p>Forms of retail businesses</p> <ul style="list-style-type: none"> • Stores/shops • Online retailing • Multi-channels • Hybrid • Concessions • Temporary shops • Markets • Franchises <p>Forms of ownership</p> <ul style="list-style-type: none"> • Sole traders • Partnerships • Limited companies • Co-operatives • Not for profit 	<ul style="list-style-type: none"> • Know the distinctions between the various forms of retail businesses. • Be able to identify the various forms of ownership of the most prominent Retailers in the UK. • Identify the forms of ownership of Retailers based on their characteristics. 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> • Weekly homework • Peer/group class activities • In class differentiated individual activities • Spellings and word searches <p>SUMMATIVE:</p> <ul style="list-style-type: none"> • Projects (Individual and/or group) • Video analysis • Monthly tests

Autumn 2	<p>AC1.3 SUGGEST OBJECTIVES OF RETAIL BUSINESSES</p> <p>AC2.1 EXPLAIN HOW THE UK BUSINESS ENVIRONMENT AFFECT RETAIL BUSINESSES</p>	<p>Objectives</p> <ul style="list-style-type: none"> Financial, e.g. increase profit/turnover Social, e.g. ethical trading Business, e.g. growth Retail specific, e.g. establish ‘click and collect’ <p>UK business environment</p> <ul style="list-style-type: none"> Economic factors and disposable income tax rates employment levels Environmental factors sustainability Social factors <ul style="list-style-type: none"> demographic changes 	<ul style="list-style-type: none"> Know the various objectives of Retail businesses Calculate profits, breakeven, revenue and costs. Know the relevance of click and collect Understand the impact of the economic, environmental and social factors on Retail Businesses. 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> Weekly homework Peer/group class activities In class differentiated individual activities Spellings and word searches <p>SUMMATIVE:</p> <ul style="list-style-type: none"> Projects (Individual and/or group) Video analysis Monthly tests
Spring 1	<p>AC2.2 EXPLAIN THE EFFECT OF LOCATION CHARACTERISTICS ON RETAIL BUSINESSES IN DIFFERENT LOCATIONS</p> <p>AC2.3 SUGGEST METHODS USED BY RETAIL BUSINESSES TO ACHIEVE OBJECTIVES</p>	<p>Locations</p> <ul style="list-style-type: none"> Urban Rural Local Transport hubs Shopping centres Out-of-town retail parks <p>Location characteristics</p> <ul style="list-style-type: none"> Rents/rates Parking Access Infrastructure Competition Local demographics <p>Methods</p> <ul style="list-style-type: none"> Marketing initiatives, e.g. local loyalty schemes Diversification Staff training Using stakeholder support, e.g. lobbying New retail channels Improvements to stores/shops Filter information Synthesise information Identify salient points 	<ul style="list-style-type: none"> Be able to distinguish the features of the various locations of Retail businesses. Understand the factors that determine the location for various Retail Businesses. Identify and discuss the various methods used by Retail Businesses to achieve their individual and unique objectives. 	<p>FORMATIVE:</p> <ul style="list-style-type: none"> Weekly homework activities. Peer/group class activities In class differentiated individual activities Spellings and word searches <p>SUMMATIVE:</p> <ul style="list-style-type: none"> Projects (Individual and/or group) Video analysis Monthly tests

Spring 2	AC3.1 ANALYSE SITUATIONS AC3.2 INTERPRET DATA	Interpret <ul style="list-style-type: none"> Manipulate data using mathematical techniques Evaluate data <ul style="list-style-type: none"> relevance source Data <ul style="list-style-type: none"> Size of sector Ownership Footfall Sales Relationships between footfall and sales New forms of retailing 	<ul style="list-style-type: none"> Interpret Retail business data in terms of their objectives Use mathematical tools to evaluate data relating to Retail Businesses Know the data terms used by retailers 	FORMATIVE: <ul style="list-style-type: none"> Weekly homework activities. Peer/group class activities In class differentiated individual activities Spellings and word searches SUMMATIVE: <ul style="list-style-type: none"> Projects (Individual and/or group) Video analysis Monthly tests
Summer 1	AC3.3 REVIEW OPTIONS FOR SOLUTIONS TO ISSUES EXAM PREPARATION	Review <ul style="list-style-type: none"> Summarise different options Give advantages/disadvantages of different options Use supporting information 	EXAM PREPARATION	EXAM PREPARATION
Summer 2	<ul style="list-style-type: none"> GCSE Work experience Alliance Challenge 	Team building and self confidence	Team work and collaboration	GCSE