

## Business Studies Curriculum Map

<b>SUBJECT FOCUS</b>	<b>INTENT</b>
Overall curriculum intent	<i>To develop learners that are reflective, independent and resilient and have a strong passion for Business Studies.</i>
Literacy & Oracy	<i>To develop the literacy skills of our students through key and frequently used command words.</i>
Skills	<i>To enhance the students' numeracy skills to better equip them to carry out important calculations in the subject.</i>  <i>To develop students to acquire excellent practical skills, be able to interpret data and become analytical problem solvers.</i>
Cumulative learning	<i>To develop students that understand the role business plays in society and the impact that enterprise and entrepreneurs can have on the provision of products and services that meet customers' needs and wants.</i>
Culture	<i>To inspire the next generation of entrepreneurs that are prepared for life beyond secondary school.</i>

## Business Studies Curriculum Map

Curriculum focus and sequencing:

SUBJECT	Autumn topics	Spring topics	Summer topics
<b>Business Studies Year 10</b>	<p>The dynamic nature of business:</p> <ul style="list-style-type: none"> <li>- Why new business ideas come about</li> <li>- How new business ideas come about</li> </ul> <p>Risk and rewards:</p> <ul style="list-style-type: none"> <li>- Impact of risk and rewards on business activity</li> </ul> <p>The role of business enterprise and the purpose of business activity.</p> <p>The role of entrepreneurship</p> <p>Identify and understanding customer needs</p> <p>The importance of identifying and understanding customers.</p> <p>The purpose of market research</p> <p>Types of market research</p> <p>Methods of primary market research</p>	<p>Sources of finance:</p> <ul style="list-style-type: none"> <li>- Short term sources of finance</li> <li>- Long term sources of finance</li> </ul> <p>Limited and unlimited liability</p> <p>Implications for the business owner(s) of limited and unlimited liability</p> <p>Legal structures (business ownerships):</p> <p>Private limited company</p> <ul style="list-style-type: none"> <li>- Features</li> <li>- Advantages and disadvantages</li> </ul> <p>Public limited company</p> <ul style="list-style-type: none"> <li>- Features</li> <li>- Advantages and disadvantages</li> </ul> <p>Sole trader</p> <ul style="list-style-type: none"> <li>- Features</li> </ul>	<p>Different types of technology used by business.</p> <p>How technology influences business activity in terms of sales, costs and marketing mix.</p> <p>Legislation and its purpose</p> <ul style="list-style-type: none"> <li>- Principles of consumer law: quality and consumer rights</li> <li>- Principles of employment law: recruitment, etc.</li> </ul> <p>The impact of legislation on business (cost)</p> <p>Consequences of meeting and not meeting these obligations.</p> <p>Impact of economic climate on businesses:</p> <ul style="list-style-type: none"> <li>- Interest rates, changing levels of consumer income, inflation, etc</li> </ul>

## Business Studies Curriculum Map

	<p>Methods of secondary market research</p> <p>The use of qualitative and quantitative data</p> <p>The role of social media in collecting, market research data</p> <p>The importance of reliability of market research data</p> <p>How businesses use market segmentation to target consumers:</p> <ul style="list-style-type: none"> <li>- Identify market segments</li> <li>- Market mapping</li> </ul> <p>Understand the competitive environment</p> <ul style="list-style-type: none"> <li>- Strengths and weaknesses of competitors</li> <li>- Impact of competition on business decision making</li> </ul> <p>Business aims and objectives:</p> <ul style="list-style-type: none"> <li>- Financial aims/objectives</li> <li>- Nonfinancial aims/objectives</li> <li>- Why business aims and objectives differ between businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Advantages and disadvantages</li> </ul> <p>Partnership</p> <ul style="list-style-type: none"> <li>- Features</li> <li>- Advantages and disadvantages</li> </ul> <p>Option of starting up and running a business as a franchise</p> <ul style="list-style-type: none"> <li>- Features</li> <li>- Advantages and disadvantages</li> </ul> <p>Factors influencing the location of business:</p> <ul style="list-style-type: none"> <li>- Proximity to market, labour, materials and competitors</li> <li>- Nature of the business activity</li> <li>- The impact of the internet on business ownership</li> </ul> <p>Marketing mix:</p> <ul style="list-style-type: none"> <li>- Introduction to the 4Ps.</li> </ul> <p>How the 4Ps work together:</p> <ul style="list-style-type: none"> <li>- Balancing the marketing mix based on the competitive environment</li> <li>- The impact of changing consumer needs on the marketing mix</li> </ul>	<p>Importance of external influences on business: introducing the idea that some factors beyond the business can impact on the business.</p> <p>Possible responses by the business to changes in: technology, legislation and the economic climate.</p> <p>Revision/exam techniques</p>
--	--	---	---

## Business Studies Curriculum Map

	<p>Calculating business concepts:</p> <ul style="list-style-type: none"> <li>- Gross profit</li> <li>- Net profit</li> <li>- Interest payment</li> </ul> <p>Breakeven</p> <p>Interpretation of the breakeven chart.</p> <p>Importance of cash to a business</p> <p>Cash flow forecasting</p> <p>Preparing a cash flow forecast</p>	<ul style="list-style-type: none"> <li>- The impact of technology on the marketing mix (e-commerce and digital communication).</li> </ul> <p>Business plans</p> <ul style="list-style-type: none"> <li>- Identify the different sections of a business plan</li> <li>- The purpose of business planning activity</li> </ul> <p>Stakeholders of a business</p> <p>How stakeholders are affected by business activity.</p> <p>How stakeholders impact business activity.</p> <p>Possible conflicts between stakeholder groups.</p>	
--	--	--	--

## Business Studies Curriculum Map

<p><b>Business Studies Year 11</b></p>	<p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> <li>- internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>- external (inorganic) growth: merger, takeover.</li> </ul> <p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> <li>- public limited company (plc).</li> </ul> <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> <li>- Internal sources</li> <li>- External sources</li> </ul> <p>Why aims and objectives change as businesses evolve</p> <p>How business aims and objectives change as businesses evolve.</p> <p>The importance of globalization</p> <p>Barriers to international trade.</p> <p>How businesses compete internationally</p> <p>Changing the marketing mix to compete internationally.</p>	<ul style="list-style-type: none"> <li>- Interpretation of bar chart and stock graphs</li> <li>- Use of Just in Time stock control</li> </ul> <p>The role of procurement:</p> <ul style="list-style-type: none"> <li>- Relationship with suppliers</li> <li>- The impact of logistics</li> </ul> <p>Managing quality – the concept of quality and its importance in:</p> <ul style="list-style-type: none"> <li>- The production and provision of goods and services</li> <li>- Allowing a business to control costs and gain competitive advantage</li> </ul> <p>The sales process:</p> <ul style="list-style-type: none"> <li>- Product knowledge</li> </ul> <p>The importance to a business of providing good customer service</p>	<p>Effective training and development</p> <p>How businesses train and develop employees:</p> <p>Different ways of training</p> <p>Why businesses train and develop employees</p> <p>Motivation</p> <p>The importance of motivation in the workplace</p> <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> <li>- Financial methods</li> <li>- Non-financial methods</li> </ul> <p>Exam skills/practice</p> <p>Revision</p> <p>Past paper practice.</p>
--	---	---	--

## Business Studies Curriculum Map

	<p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> <li>- How ethical considerations influence business activity.</li> <li>- How environmental considerations influence business activity.</li> <li>- The potential impact of pressure group activity on the marketing mix.</li> </ul>		
	<p>The design mix</p> <p>The product life cycle:</p> <ul style="list-style-type: none"> <li>- The phases of the product life cycle</li> <li>- Product life cycle extension strategies</li> </ul> <p>The importance to a business of differentiating a product/service.</p> <p>Price and pricing strategies</p> <p>Promotion and promotional strategies</p> <p>Place:</p> <ul style="list-style-type: none"> <li>- Methods of distribution</li> </ul> <p>Using the marketing mix to make business decisions:</p> <ul style="list-style-type: none"> <li>- How each element of the</li> </ul>	<p>Organisational structures:</p> <ul style="list-style-type: none"> <li>- Flat structures</li> <li>- Tall/hierarchical structures</li> <li>- Centralised</li> <li>- Decentralised</li> </ul> <p>Importance of effective communication:</p> <ul style="list-style-type: none"> <li>- Impact of insufficient or excessive communication on efficiency and motivation</li> <li>- Barriers to effective communication</li> </ul> <p>Different ways of working</p> <p>Business calculations:</p> <ul style="list-style-type: none"> <li>- Gross profit/margins</li> <li>- Net profit/margins</li> <li>- Average Rate of Return (ARR)</li> </ul> <p>Use and interpretation of business data/graphs</p>	

## Business Studies Curriculum Map

	<p>marketing mix can influence other elements</p> <ul style="list-style-type: none"> <li>- Using the marketing mix to build competitive advantage</li> <li>- How an integrated marketing mix can influence competitive advantage</li> </ul> <p>The purpose of business operations</p> <p>The production process:</p> <p>Different types (job, batch and flow production)</p> <p>The impact of different types of production processes</p>	<p>Use and limitations of financial information</p> <p>Revision</p> <p>Exam preparations</p> <p>Mock exams (Papers 1 &amp; 2)</p> <p>Revision</p> <p>Exam preparations</p> <p>Summer exams (Papers 1 &amp; 2)</p>	
--	---	---	--