

Curriculum Map 2021-22 – Business Studies

- Our curriculum is ambitious and designed to give all students the knowledge and cultural capital they need to succeed in life.
- Our curriculum is coherently planned and sequenced towards cumulatively sufficient knowledge and skills for future learning and employment. Students will develop and enhance relevant work skills that will enable them to choose the relevant career paths.

TERM	CONTENT AND SKILLS				
	YEAR 9	YEAR 10	YEAR 11	YEAR 12	YEAR 13
AUTUMN TERM	<u>Content</u> Business in the real world: Sept – Nov Purpose of business Reasons for starting a business Basic functions and types of business Business enterprise and entrepreneurship Dynamic nature of business Nov – Dec Sole traders Partnerships Private limited companies (Ltd) Public limited companies (Plc) Not-for-profit organisations What are business aims and objectives?	<u>Content</u> <u>Operations management</u> Sept – Dec Methods of production – job Methods of production – flow Efficiency in production – lean production Efficiency in production – just in time (JIT) Managing stock – just in time (JIT) Managing stock – just in case (JIC) Factors affecting choice of suppliers The effects of procurement and logistics on a business The value of effective supply chain management Consequences of quality issues	<u>Content</u> <u>Marketing</u> Sept – Dec Pricing methods The factors that influence pricing decisions Product Product differentiation The product life cycle Product portfolio Promotional methods Promotional methods Place (the different channels of distribution used by businesses) e-commerce and m-commerce Integrated nature of the marketing mix Using the marketing mix to inform and implement business decisions	<u>Content</u> <u>What is Business?</u> Sept - Dec Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment Understanding management, leadership and decision making Understanding management decision making Understanding the role and importance of stakeholders Setting marketing objectives Understanding markets and customers	<u>Content</u> <u>Strategic Position/ Strategic Direction/ Strategic Methods: Sept-Dec</u> Analysing the external environment to assess opportunities and threats: social and technological Analysing strategic options: investment appraisal Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete Assessing a change in scale Assessing innovation Assessing internationalisation Assessing greater use of digital technology

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	<p>Purpose of setting objectives Role of objectives in running a business Changing objectives Use of objectives in judging success</p> <p>Main stakeholders of businesses</p> <p>Objectives of stakeholders Impact of business on stakeholders Impact stakeholders have on businesses</p>	<p>Methods of maintaining consistent quality: Total quality management (TQM) Costs and benefits of maintaining quality</p>	<p><u>Finance</u> Methods businesses use to raise finance. Appropriateness of sources of finance.</p>	<p>Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix Setting operational objectives Making operational decisions to improve performance: increasing efficiency and productivity</p>	
Cultural capital	<p>Getting students to understand the basics of why businesses exist and how they behave. Forms the foundation of content and ‘background’ across the rest of the topics.</p>	<p>Building on Year 9 and looking at specific functions of business. Supply chains – what is involved in each stage and reasons why businesses choose that ‘model’. Production – methods, looking at how and why businesses check quality.</p>	<p>Building on Year 10 and looking at specific functions of business. Marketing mix. Each of the 4 elements, what they do and how they affect the business. Sources of finance and advantages and disadvantages of each.</p>	<p>Build student understanding of the basics of why businesses exist and how they behave. Understanding of business objectives and how they make key decisions that affect the business.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>
Skills	<p>Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.</p>	<p>Gaining knowledge. Independent learning and research skills. Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.</p>	<p>Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.</p>	<p>AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.</p>	<p>AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.</p>

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SPRING TERM	<p><u>Content</u> Jan – April</p> <p>Factors influencing the location decision of a business</p> <p>The purpose of business planning</p> <p>The main sections within a business plan</p> <p>Basic financial terms</p> <p>Basic financial calculations</p> <p>Methods of expansion</p> <p>Benefits and drawbacks of expansion</p>	<p><u>Content</u> Jan – April</p> <p>Methods of good service</p> <p>Benefits of good customer service</p> <p>Dangers of poor customer service</p> <p>The ways in which advances in ICT have allowed customer services to develop</p> <p>Impact of the changing use of ICT</p> <p>E-commerce</p> <p>Digital communication</p> <p>Ethical considerations</p> <p>Environmental considerations</p> <p>Sustainability</p> <p>Interest rates</p> <p>Level of employment</p> <p>Consumer spending</p> <p>How UK businesses compete internationally</p> <p>Exchange rates</p> <p>Employment law</p> <p>Health and Safety law</p> <p>Consumer law</p> <p>Impact on businesses of operating in competitive markets.</p> <p>Uncertainty and risks businesses face</p>	<p><u>Content</u> Jan</p> <p>Revision and exam practice</p> <p>Feb – March</p> <p>Importance of cash to businesses</p> <p>Interpreting cash flow forecasts</p> <p>Difference between cash and profit</p> <p>Basic financial terms</p> <p>Basic financial calculations</p> <p>Average rate of return</p> <p>Break-even</p> <p>Purpose of financial statements</p> <p>Components of financial statements</p> <p>Interpretation of data given on financial statements</p>	<p><u>Content</u> Jan – April</p> <p>Operations/Finance/Human Resources:</p> <p>Making operational decisions to improve performance: improving quality</p> <p>Making operational decisions to improve performance: managing inventory and supply chains</p> <p>Setting financial objectives</p> <p>Analysing financial performance</p> <p>Making financial decisions: sources of finance</p> <p>Making financial decisions: improving cash flow and profits</p> <p>Setting human resource objectives</p> <p>Analysing human resource performance</p> <p>Making human resource decisions: improving organisational design and managing the human resource flow</p>	<p><u>Content</u> Jan - April</p> <p>Strategic change: Managing change</p> <p>Managing organisational culture</p> <p>Managing strategic implementation</p> <p>Problems with strategy and why strategies fail</p>

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				<p>Making human resource decisions: improving motivation and engagement</p> <p>Making human resource decisions: improving employer-employee relations</p>	
Cultural capital	<p>Looking at how businesses start and the process involved. Some of the financial processes involved in the running of a business. How and when business might expand and grow.</p>	<p>Building on Year 9 and looking at specific functions of business. Customer service. What it looks like, how it is vital to successful business and how it can affect different aspects of business.</p>	<p>Building on Year 10 and looking at specific functions of business. Finance. Looking at ratio analysis and profit and loss statements. How each are used and what they can inform.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>
Skills	<p>Numeracy. Gaining knowledge.</p> <p>Independent learning and research skills.</p> <p>Organisational skills.</p> <p>Communications skills.</p> <p>Apply knowledge to business situations.</p>	<p>Gaining knowledge.</p> <p>Independent learning and research skills.</p> <p>Analytical skills.</p> <p>Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.</p>	<p>Numeracy, particularly an ability to interpret data.</p> <p>Analytical skills.</p> <p>Evaluation skills. Initiative.</p> <p>Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.</p>	<p>AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.</p>	<p>AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.</p>

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SUMMER TERM	<p><u>Content</u> April – July</p> <p>Organisational structures Appropriateness of organisational structures Centralisation and decentralisation The need for recruitment Methods of recruitment and selection of employees. Contracts of employment Importance of motivation in the workforce Methods to motivate staff Importance of training the workforce Types of training undertaken by businesses</p>	<p><u>Content</u> <u>Marketing</u> April – July</p> <p>The importance of identifying and satisfying customer needs Types of segmentation Purpose of market research Methods of market research Use of market research: information that may help decision making</p>	<p><u>Content</u> Consolidation of Business in the real world/ Influences on business/ Operations/ Human Resources/ Marketing/Finance</p> <p>Revision and exam practice: April -June</p>	<p><u>Content</u> Strategic positioning: April – July</p> <p>Mission statements, corporate objectives and strategy Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance Analysing the external environment to assess opportunities and threats: political and legal change Analysing the external environment to assess economic change</p>	<p><u>Content</u> Revision and exam practice: April –June</p>
Cultural capital	<p>How bigger businesses are structured. How they are staffed. How businesses retain staff. This builds on what students learnt about smaller businesses and legal ownership.</p>	<p>Building on Year 9 and looking at specific functions of business. Marketing. What it is and how businesses use data to inform other parts of marketing. Also how data collected informs other functions of business.</p>	<p>Overview of all content. All aspects relate to each other and are not just theoretical – how all of the course relates to business in the real world.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>

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