

Curriculum Map 2023-24 – 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> <u>Business in the real world: Sept – Nov</u> 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? Purpose of setting objectives Role of objectives in running a business Changing objectives Use of objectives in judging success Main stakeholders of businesses Objectives of stakeholders Impact of stakeholders	<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 Methods of maintaining consistent quality: Total quality management (TQM) Costs and benefits of maintaining quality	<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>Finance</u> Methods businesses use to raise finance. Appropriateness of sources of finance.	<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 Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix Setting operational objectives Making operational decisions to improve performance:	<u>Content</u> <u>Strategic Position/ Strategic Direction/ Strategic Methods:</u> Sept-Dec 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

Curriculum Map 2023-24 – Business Studies

				increasing efficiency and productivity	
Cultural capital	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.	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.	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.	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.	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.
Skills	Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.	Gaining knowledge. Independent learning and research skills. Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.	Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.
Personal development	Students being required to evaluate, comment upon and discuss various moral issues relating to business practices.	Students work collaboratively on a range of projects, where they have to work together as a small business and develop product ideas and marketing strategies. Students then present their ideas to the rest of the class in a Dragons Den lesson. Throughout, students are encouraged to develop their team working skills through collaborative work and research.	In Business Studies students look at the impact of globalisation and how this impacts business trade. Students are encouraged to explore the wealth of different countries and how developed they are. Students will research less economically developed countries and the impact this has on businesses and people.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content. Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
Careers	Students are given opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others. The nature of the syllabuses means that various jobs and careers are discussed throughout the courses. This will often look at duties, pay and working conditions. Further education opportunities are discussed.				

Curriculum Map 2023-24 – Business Studies

CONTENT AND SKILLS					
TERM	YEAR 9	YEAR 10	YEAR 11	YEAR 12	YEAR 13
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:</p> <p>Making operational decisions to improve performance:</p> <p>improving quality</p> <p>Making operational decisions to improve performance:</p> <p>managing inventory and supply chains</p> <p>Setting financial objectives</p> <p>Analysing financial performance</p> <p>Making financial decisions:</p> <p>sources of finance</p> <p>Making financial decisions:</p> <p>improving cash flow and profits</p>	<p><u>Content</u> Jan - April</p> <p>Strategic change:</p> <p>Managing change</p> <p>Managing organisational culture</p> <p>Managing strategic implementation</p> <p>Problems with strategy and why strategies fail</p>

Curriculum Map 2023-24 – Business Studies

Cultural capital	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.	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.	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.	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.	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.
Skills	Numeracy. Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.	Gaining knowledge. Independent learning and research skills. Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.	Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.
Personal Development	Students encouraged to explore sexism, racism and discrimination in the workplace through the discussion and application of employment laws to businesses.	Develop students' empathy and compassion skills and allows them to take into consideration other people's aims, values, principles and beliefs.	Students will consider moral and ethical dilemmas and apply them to their own business set up in order to make valid judgements. Students spend a proportion of the course investigating the impact of the action of a business upon society and the local community in which they operate	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content. Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
Careers	Students are given opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others. The nature of the syllabuses means that various jobs and careers are discussed throughout the courses. This will often look at duties, pay and working conditions. Further education opportunities are discussed.				

Curriculum Map 2023-24 – Business Studies

CONTENT AND SKILLS					
TERM	YEAR 9	YEAR 10	YEAR 11	YEAR 12	YEAR 13
SUMMER TERM	<u>Content</u> April – July 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	<u>Content</u> <u>Marketing</u> April – July 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.	<u>Content</u> Consolidation of Business in the real world/ Influences on business/ Operations/ Human Resources/ Marketing/Finance Revision and exam practice: April -June	<u>Content</u> Human Resources/Strategic positioning: April – July Setting human resource objectives Analysing human resource performance Making human resource decisions: improving organisational design and managing the human resource flow Making human resource decisions: improving motivation and engagement Making human resource decisions: improving employer-employee relations 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	<u>Content</u> Revision and exam practice: April –June

Curriculum Map 2023-24 – Business Studies

				Analysing the external environment to assess economic change	
Cultural capital	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.	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.	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.	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.	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.
Skills	Gaining knowledge. Independent learning and research skills. Organisational skills. Communications skills. Apply knowledge to business situations.	Gaining knowledge. Independent learning and research skills. Analytical skills. Gathering and extracting data. Make balanced arguments. Apply knowledge to business situations.	Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.
Personal development	Students being required to evaluate, comment upon and discuss various moral issues relating to business practices. Students being encouraged to develop their team working skills through collaborative work and research. Also explore the concept of teams and the roles that individuals have to play and how this can impact a business.	Students being given the chance to see how the functions of a business operates. Students look at the changes within society and how they may impact on businesses.	Students explore how businesses grow and our reliance on global business trade. Students are encouraged to explore the wealth of different countries and how developed they are	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content.	Group work, research skills, various presentation techniques and studying methods are discussed, encouraged and developed in order to deliver the content. Students look at and discuss and evaluate the implications of business decisions on businesses, workers, economies and countries.
Careers	Students are given opportunities to develop a range of skills such as effective communication; working independently; working as part of a team; leadership skills; data collection and analysis; problem solving as well as many others. The nature of the syllabuses means that various jobs and careers are discussed throughout the courses. This will often look at duties, pay and working conditions. Further education opportunities are discussed.				