

# Business Studies Curriculum Overview



Students will opt to take courses in Business from Year 10 onwards. These courses are split into either Business GCSE or Business Vocational. With the GCES students will sit an exam at the conclusion of the two years, whereas vocational Business will see students developing a portfolio of work across the two years.

## Business Studies (9-1)

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10	<p>Business Activity - The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward The purpose of planning business activity The features of different types of business ownership The concept of business aims and objectives. Business Growth</p>	<p>Marketing The Role of marketing  Market research – concept, methods and use of research and data.  Market segmentation  The marketing Mix – the 4ps of marketing- Product, Price, Promotion, Place</p>		<p>People in Business The Role of Human Resources Organisational Structures and different ways of working- what is an organisational structure? Why are they used? Communication in Business – Ways of communicating and importance of communications Recruitment and Selection- why does a business need to recruit? How does a business use different recruitment methods to meet different business needs? The different type of selection methods. Motivation and Retention – Financial and non-financial motivations, importance of employee motivation and importance of employee retention Training and development – different training methods, why employees should be trained. What staff development is and why it is an advantage to a business. Employment Law- impact of current legislation on recruitment and employment.</p>		<p>Operations Management  Production Processes &amp; the influence and impact of technology on businesses Quality of goods and services – ensuring quality and concept of quality</p>

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	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 11 Knowledge/Content	<p><b>Operations Management</b></p> <p>The sales process and customer service – methods of selling, e-commerce as a selling tool and importance to a business of good customer service including aftersales service.</p> <p>Consumer Law- the impacts</p> <p>Business location – the factors influencing business location</p> <p>Working with suppliers – logistical decisions and impacts.</p>	<p><b>Finance</b></p> <p>The role of the finance function</p> <p>Sources of finance- what types of finance and what types of businesses can utilise them.</p> <p>Revenue, costs and profit and loss – the concept, formulas and the different calculations</p> <p>Break- Even -Simple calculation of break-even quantity The usefulness of break-even in business decision making</p> <p>Cash and Cash Flow – importance of and the difference between cash and profits. What a cash flow is used for and being able to complete cash flow forecasts.</p>		<p>Influences on Business</p> <p>Ethical and environmental considerations</p> <p>The economic climate</p> <p>Globalisation – concept, impact and factors.</p>	<p><b>Revision</b></p> <p>The interdependent nature of business</p> <p>the interdependent nature of business operations, finance, marketing and human resources within a business context</p> <p>how these interdependencies underpin business decision-making</p> <p>the impact of risk and reward on business activity</p> <p>the use of financial information in measuring and understanding business performance and decision-making</p>	<p>Will have completed both Exams</p>

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## Business Vocation (NCFE)

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10	Unit 1 CWK Intro to Business  Types of business ownership Entrepreneurs Skills	Unit 1 CWK Intro to Business  Types of business ownership Entrepreneurs Skills	Unit 1 CWK upgrade  Unit 3 CWK  Finance  Cash flows  P & L accounts  Profit margins	Unit 3 CWK  Target market Marketing mix Boston Matrix Promotion methods Effects of social media in marketing	Unit 3 CWK upgrade Unit 2 EXAM prep Marketing  Target market Marketing mix Boston Matrix Promotion methods Effects of social media in marketing	Unit 2 EXAM prep Marketing  Target market Marketing mix Boston Matrix Promotion methods Effects of social media in marketing
Year 11	Unit 2 Exam Prep Unit 2 EXTERNAL EXAM Marketing	Unit 4 CWK Enterprise Project	Unit 2 Exam RESIT Unit 4 CWK Enterprise Project	Unit 4 CWK Enterprise Project	Unit 4 CWK Upgrade	