

Curriculum Map: Business Studies for years 9, 10 and 11.

The aims and objectives of this qualification are to enable students to:

- Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.
- Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.
- Develop as enterprising individuals with the ability to think commercially and creatively to decisions and solve business problems.
- Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds.
- Use an enquiring, critical approach to make informed judgements.
- Investigate and analyse real business opportunities and issues to construct well – argued, well evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding business.
- Develop and apply quantitative skills relevant to business, including using and interpreting data.

Business Studies Curriculum Overview Year 9

Topic 1.1 Enterprise and Entrepreneurship

- 1.1.1 The dynamic nature of business
- 1.1.2 Risk and reward
- 1.1.3 The role of business enterprise

Topic 1.2 Spotting a business opportunity

- 1.2.1 Customer needs
- 1.2.2 Market research
- 1.2.3 Market segmentation
- 1.2.4 The competitive environment

Topic 1.3 Putting a business idea into practise

- 1.3.1 Business aims and objectives
- 1.3.2 Business Revenue, costs and profits
- 1.3.3 Cash and cash flow
- 1.3.4 Sources of business finance

Topic 1.4 Making the business effective

- 1.4.1 The options for start-up and small businesses
- 1.4.2 Business location
- 1.4.3 The marketing mix
- 1.4.4 Business plans

Topic 1.5 Understanding external and influences on business

- 1.5.1 Business stakeholders
- 1.5.2 Technology and business
- 1.5.3 Legislation and business
- 1.5.4 The economy and business
- 1.5.5 External influences

Business Studies Curriculum Overview Year 10

Topic 2.1 Growing the business

- 2.1.1 Business growth
- 2.1.2 Changes in business aims and objectives
- 2.1.3 Business and globalisation
- 2.1.4 Ethics, the environment and business

Topic 2.2 Making marketing decisions

- 2.2.1 Product
- 2.2.2 price
- 2.2.3 promotion
- 2.2.4 place
- 2.2.5 Using the marketing mix to make business decisions

Topic 2.3 Making operational decisions

- 2.3.1 Business operations
- 2.3.2 Working with suppliers
- 2.3.3 Managing quality
- 2.3.4 The sales process

Topic 2.4 Making financial decisions

- 2.4.1 Business calculations
- 2.4.2 Understanding business performance

Topic 2.5 Making human resource decisions

- 2.5.1 Organisational structures
- 2.5.2 Effective recruitment
- 2.5.3 Effective training and development
- 2.5.4 Motivation

Business Studies Curriculum Overview Year 11

- Controlled assessments – theme 1 mock exams, past papers, class activities
- Controlled assessments – theme 2 mock exams, past papers, class activities
- Exam preparation and techniques – theme 1 and 2
- Consolidation of topic content

Business Studies Teaching Staff

Mrs Mattu

How can you help?

- ✓ Ensure your child puts their very best effort into their homework.
- ✓ Encourage them to ask for help if they are stuck.
- ✓ Check your child's planner to see if they have any homework.
- ✓ Make sure your child revises well for their tests and end of year exams.

Assessment

Students will be taught two lessons of Business Studies every week. Students will complete homework tasks on a regular basis and at the end of each half term, students will do a controlled assessment in exam conditions. 5 controlled assessments and an end of year final assessment.



The National Curriculum

Business Studies is an optional subject for students to take in year 9. Following the EDEXCEL 9-1 3 year scheme of work

Qualification type:

General Certificate of Secondary Education (GCSE)

Accreditation status:

Accredited

Subject:

Business

Specification codes:

1BS0

Availability:

UK and international

First teaching:

2017

First assessment:

2019

Useful Websites

<https://qualifications.pearson.com/en/qualifications/edexcel-gcse/business-2017.html>

Year 9		
Topic	Term	Brief Description of content
<u>Enterprise and entrepreneurship</u>	1.1	<ul style="list-style-type: none"> • The dynamic nature of business – why and how new business ideas come about • Risk and reward – the impact of risk on business activity • The role of business enterprise – the purpose of business activity and the role of entrepreneurship
<u>Spotting a business opportunity</u>	1.2	<ul style="list-style-type: none"> • Customer needs – identifying and understanding customer needs • Market research – the purpose, methods and the use of data in market research • Market segmentation – how businesses use market segmentation to target customers • The competitive environment – understanding the strengths and weaknesses of competitors, and the impact of competition on businesses.
<u>Putting a business idea into practise</u>	1.3	<ul style="list-style-type: none"> • Business aims and objectives – what business aim and objectives are, business aims and objectives when starting up, and why aims and objectives differ between businesses • Business revenue, costs and profits – the concept and calculation of key financial aspects of running a business and the interpretation of break – even diagrams. • Cash and cash flow- the importance of cash to a business and the calculation and interpretation of cash flow forecasts • Source of business finance – sources of finance for a start –up or established small business
<u>Making the business effective</u>	1.4	<ul style="list-style-type: none"> • The options for start –up and small businesses, the concept of limited liability, the types of business ownership for start-ups and the option of starting up and running a franchise operation • Business location – factors influencing business location • The marketing mix – what the marketing mix is, the importance of each element of the marketing mix and how the elements of the marketing mix work together. • Business plans – the role and importance of a business plan and the purpose of planning business activity.
<u>Understanding external influences</u>	1.5	<ul style="list-style-type: none"> • Business stakeholders – who business stakeholders are and their different objectives and the relationship between stakeholders and businesses • Technology and businesses – different types of technology used by business and how technology influences business activity • Legislation and business – the purpose of legislation and the impact of legislation on businesses • The economy and business – the impact of the economic climate on businesses • External influences – the importance of external influences on business

Year 10		
Topic	Term	Brief Description of content
<u>Growing the business</u>	2.1	<ul style="list-style-type: none"> • Business growth – methods of business growth and their impact, the types of business ownership for growing businesses and sources of finance for growing and established businesses • Changes in business aims and objectives – why and how business aims and objectives change as a business • Business and globalisation – the impact of globalisation on businesses, barriers to international trade and how businesses compete internationally • Ethics, the environment and business – the impact of ethical and environmental considerations on businesses
<u>Making marketing decisions</u>	2.2	<ul style="list-style-type: none"> • Product – the design mix, the product life cycle and the importance of differentiating a product or service • Price – pricing strategies and influences on pricing strategies • Promotion – promotion strategies for different making segments and the use of technology in promotion • Place – methods of distribution • Using the marketing mix to make business decisions
<u>Making operational decisions</u>	2.3	<ul style="list-style-type: none"> • Business operations – the purpose of business operations, different types of production process and the impact of technology on production • Working with suppliers – managing stock and the role of procurement • Managing quality – the concept of quality and its importance • The sales process – the nature of the sales process and the importance to businesses of providing good customer service
<u>Making financial decisions</u>	2.5	<ul style="list-style-type: none"> • Business calculations – the concept and calculation of gross profit and net profit, and the calculation and interpretation of the gross profit margin, the net profit margin and the average rate of return • Understanding business performance – the use and interpretation of quantitative business data to support, inform and justify business decisions, and the use and limitations of financial information
<u>Making human resource decisions</u>	2.5	<ul style="list-style-type: none"> • Organisational structures – different organisational structures and when each are appropriate, the importance of effective communication and different ways of working • Effective recruitment – different job roles and responsibilities , and how businesses recruit people • Effective training and development – how and why businesses train and develop employees • Motivation – the importance of motivation in the workplace and how businesses motivate employees