

## 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-gcses/business-2017.html>

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

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