

Business Studies

CURRICULUM MAPPING

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Autumn 1

Introduction to Theme 1
 -Dynamic nature of business
 -Risk and reward
 -Role of business enterprise
 -Customer needs
 -Market research

Autumn 2

-Market segmentation
 -The Competitive environment
 -Aims and objectives
 -Business revenue, cost and profit
 -Cash and cash flow
 -Sources of finance

Spring 1

-Options for start-up businesses
 -Business location
 -Marketing Mix
 -Business plans

Spring 2

-Business stakeholders
 -Technology and business
 -Legislation and business
 -The economy and business

Summer 1

-External influences
Introduction to Theme
 -Business growth

Summer 2

-Changes in aims and objectives
 -Business globalisation
 -Business ethics, the environment and business

Cross-curricular links

SCIENCE:
 Data & Sample

MATHS:
 Interest, Quantitative data, Sample, Variable, Percentages

PSHE:
 Mortgage, Social media, Legislation, Overdrafts

Geography:
 Surveys, SWOT analysis, Demographics, Quantitative data, Risks, Ethics, Globalisation, Sustainability

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-Product
 -Price
 -Promotion
 -Place
 -Using the marketing mix to make decisions

-Business operations
 -Working with suppliers
 -Managing quality
 -The sales process

-Business calculations
 -Understanding business performance

-Organisational structure
 -Effective recruitment
 -Effective training and development
 -Motivation

Revision & Examinations

Cross-curricular links

IT:
 Research and development

MATHS:
 Interest, Quantitative data, Sample, Variable, Percentages

PSHE:
 Careers, Training, Recruitment