

Key Stage 4 Curriculum Plan: **Business Studies** 2023

Intent:

Our vision in Business is for students to be confident in critically analysing events and issues within a local, national and global context. Students will develop the resilience and adaptability necessary to succeed in an ever-evolving global marketplace, while instilling a sense of social responsibility and ethical decision-making to thrive in the dynamic world of business



Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<p>The role of business enterprise and entrepreneurship</p> <ul style="list-style-type: none"> The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward <p>Business planning</p> <ul style="list-style-type: none"> The role, importance, and usefulness of a business plan <p>Revenue, costs, profit, and loss</p> <p>Business ownership</p> <ul style="list-style-type: none"> The features of different types of business ownership: sole traders, 	<p>Business aims & objectives</p> <ul style="list-style-type: none"> How and why objectives might change as businesses evolve. Why different businesses may have different objectives <p>Stakeholders in business</p> <ul style="list-style-type: none"> The roles and objectives of internal and external stakeholders The effect business activity has on stakeholders The effect stakeholders have on business 	<p>The role of marketing</p> <p>Market research</p> <ul style="list-style-type: none"> Primary research methods Secondary research sources Qualitative and quantitative data <p>Market segmentation</p> <ul style="list-style-type: none"> The use of segmentation to target customers <p>The marketing mix</p> <ul style="list-style-type: none"> The 'four Ps' of the marketing mix and their importance Product Product – stages of the product life cycle Pricing methods 	<p>The role of human resources</p> <p>Organisational structures and different ways of working</p> <ul style="list-style-type: none"> Tall & Flat structures The terminology of organisation charts Why businesses have different organisational structures Ways of working <p>Communication in business</p> <ul style="list-style-type: none"> Ways of communicating in a business context The importance of business communications The influence of digital 	<p>Motivation & retention</p> <ul style="list-style-type: none"> Financial & non financial methods Importance of employee motivation The importance of employee retention The importance of employee retention <p>Training & development</p> <ul style="list-style-type: none"> Different training methods Why businesses train their workers Staff development The benefits of staff development <p>Employment law</p> <ul style="list-style-type: none"> Impact of current legislation on recruitment & employment 	<p>Production processes</p> <ul style="list-style-type: none"> Impact of job, batch, flow production on businesses The influence of technology on production and the impact on businesses <p>Quality of goods and services</p> <ul style="list-style-type: none"> The concept of quality Methods of ensuring quality – quality control & quality assurance <p>The importance of quality in both the production of goods and the provision of services.</p>

	<p>partnerships , private & public limited companies</p>	<p>Business growth</p> <ul style="list-style-type: none"> Organic growth <p>External growth</p>	<ul style="list-style-type: none"> Promotion – point of sale Promotion – advertising Place – distribution of products and services <p>Interpretation of market data</p>	<p>communication on business activity</p> <p>Recruitment & selection</p> <ul style="list-style-type: none"> Why businesses recruit The use of different recruitment methods – internal & external, job description and person specification Methods of selection – CV, application form, letter of application, interviews, tests, group activities, references. 	<p>Discrimination, employees’ right to contract, holidays, hours of work</p>	
	<p>Assessment: <u>Name of assessment:</u> Business Activity – 1 paper</p> <p><u>Topics covered:</u> The role of business enterprise and entrepreneurship, Business planning and Business ownership</p> <p><u>Duration:</u> 45 minutes</p>	<p>Assessment: <u>Name of assessment:</u> Business Activity – 1 paper</p> <p><u>Topics covered:</u> The role of business enterprise and entrepreneurship, Business planning and Business ownership, objectives, stakeholders, Business Growth</p> <p><u>Duration:</u> one hour</p>	<p>Assessment: <u>Name of assessment:</u> Business activity and Marketing – 1 paper</p> <p><u>Topics covered:</u> Business activity, Market research, Segmentation, Marketing mix</p> <p><u>Duration:</u> one hour</p>	<p>Assessment: <u>Name of assessment:</u> Business activity, Marketing, People (part) 1 paper</p> <p><u>Topics covered:</u> Marketing, Organisational structures, communication, Recruitment & selection</p> <p><u>Duration:</u> one hour</p>	<p>Assessment: <u>Name of assessment:</u> People – 1 paper</p> <p><u>Topics covered:</u> Organisational structures, communication, Recruitment & selection, Motivation & Retention, Training & Employment Law</p> <p><u>Duration:</u> one hour</p>	<p>Assessment: <u>Name of assessment:</u> Business 1: Business activity, Marketing and People.</p> <p><u>Topics covered:</u> Exam paper – Business 1 Could cover any of the content from Business activity, Marketing and People</p> <p><u>Duration:</u> 1 hour 30 minutes</p>

Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<p><u>The sales processes and customer service</u></p> <ul style="list-style-type: none"> • Methods of selling • The influence of e-commerce on business activity • Importance of good customer service including after-sales service • The contribution of product knowledge to good customer service. <p><u>Consumer Law</u></p> <ul style="list-style-type: none"> • The impact of consumer law on businesses <p><u>Business location</u></p> <ul style="list-style-type: none"> • Factors influencing business location – costs, proximity to market, labour & materials <p><u>Working with suppliers</u></p> <ul style="list-style-type: none"> • The role of procurement <p>The impact of logistical and supply decisions on business</p>	<p><u>The role of finance</u></p> <ul style="list-style-type: none"> • The purpose of the finance function • The influence of the finance function on business activity <p><u>Sources of finance</u></p> <ul style="list-style-type: none"> • The reasons business need finance • Ways of raising finance – loan, overdraft, trade credit, retained profit, sale of assets, owner’s capital, new partner, share issue, crowdfunding • How and why different sources of finance are suitable for new and established businesses <p><u>Revenue, costs, profit and loss</u></p> <ul style="list-style-type: none"> • Different costs in operating a business – fixed & variable • Calculation of costs and revenue 	<p><u>Break-even</u></p> <ul style="list-style-type: none"> • The concept of break-even • Simple calculation of break-even quantity • The usefulness of break-even in business decision making <p><u>Cash and cash flow</u></p> <ul style="list-style-type: none"> • The importance of cash to a business • The difference between cash and profit • The usefulness of cash flow forecasting to a business • Completion of cash flow forecasts <p><u>Ethical and environmental considerations</u></p> <ul style="list-style-type: none"> • Ethical considerations and their impact on businesses • Environmental considerations and their impact on businesses 	<p><u>The economic climate</u></p> <ul style="list-style-type: none"> • The economic climate and its impact on businesses - changing levels of consumer income and unemployment <p><u>Globalisation</u></p> <ul style="list-style-type: none"> • The concept of globalisation • The impact of globalisation on businesses – multinational companies, influences on business location, international branding. <p><u>The interdependent nature of business</u></p> <ul style="list-style-type: none"> • The interdependent nature of business operations, finance, marketing and human resources within a business context • The use of financial information in 	Revision	Examinations

		<ul style="list-style-type: none"> • Calculation of profit/loss – Gross & Net profit • Calculation & interpretation of profitability ratios – gross & net profit margins • Calculation & interpretation of average rate of return 		<p>measuring and understanding business performance and decision-making</p>		
	<p>Assessment: <u>Name of assessment:</u> Operations</p> <p><u>Topics covered:</u> Production processes, Quality, Sales processes, Consumer Law, Business location, working with suppliers.</p> <p><u>Duration:</u> 1 hour</p>	<p>Assessment: <u>Name of assessment:</u> Mock examinations – 2 papers</p> <p><u>Topics covered:</u> Business 1: Business activity, Marketing and People. <u>Duration:</u> 1 hour 30 minutes</p> <p>Business 2: operations, finance and influences on business <u>Duration:</u> 1 hour 30 minutes</p>	<p>Assessment:</p>	<p>Assessment: <u>Name of assessment:</u> Mock examinations – 2 papers</p> <p><u>Topics covered:</u> Business 1: Business activity, Marketing and People. <u>Duration:</u> 1 hour 30 minutes</p> <p>Business 2: operations, finance and influences on business <u>Duration:</u> 1 hour 30 minutes</p>	<p>Assessment: <u>External examination:</u> Business 1: Business activity, Marketing and People.</p> <p><u>Topics covered:</u> Exam paper – Business 1 Could cover any of the content from Business activity, Marketing and People</p> <p><u>Duration:</u> 1 hour 30 minutes</p>	<p>Assessment: <u>External examination:</u> Business 2: operations, finance and influences on business</p> <p><u>Topics covered:</u> Exam paper – Business 2 Could cover any of the content from Operations, Finance and influences on business.</p> <p><u>Duration:</u> 1 hour 30 minutes</p>

Key Stage 5 Curriculum Plan: **Business Studies** 2023

Intent:

Our vision in Business is for students to be confident in critically analysing events and issues within a local, national and global context. Students will develop the resilience and adaptability necessary to succeed in an ever-evolving global marketplace, while instilling a sense of social responsibility and ethical decision-making to thrive in the dynamic world of business.



Year 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<p><u>2.1.1 Internal Finance</u></p> <ul style="list-style-type: none"> Owner's capital, Retained profit, Sale of assets. <p><u>2.1.2 External Finance</u></p> <ul style="list-style-type: none"> Sources & methods of finance <p><u>2.1.3 Limited and unlimited liability</u></p> <p><u>2.1.4 Planning</u></p> <ul style="list-style-type: none"> Business plans Use interpretation and limitations of a cash flow forecast. <p><u>2.2.1 Sales forecasting.</u></p> <ul style="list-style-type: none"> Purpose & difficulties of sales forecast Factors affecting sales forecasts <p><u>2.2.2 Sales, revenue and costs.</u></p> <ul style="list-style-type: none"> Calculation of sales volume & sales revenue Calculation of fixed and variable costs 	<p><u>2.3.4 Business failure</u></p> <ul style="list-style-type: none"> Financial factors Non-Financial factors <p><u>2.4.1 Production, productivity and efficiency</u></p> <ul style="list-style-type: none"> Job, batch, flow, cell production Formula and factors influencing productivity. Factors influencing efficiency. Distinction between labour- and capital-intensive production. <p><u>2.4.2 Capacity Utilisation</u></p> <ul style="list-style-type: none"> Calculation of capacity utilisation Implications of under- and over-utilisation of capacity Ways of improving capacity utilisation. <p><u>2.4.3 Stock Control</u></p> <ul style="list-style-type: none"> Stock control diagram Buffer stocks, JIT Waste minimisation 	<p><u>1.1.1 The Market</u></p> <ul style="list-style-type: none"> Mass and niche markets Dynamic markets How competition affects the market <p><u>1.1.2 Market research</u></p> <ul style="list-style-type: none"> Product & Market orientation Primary & secondary research Limitations of market research Use of ICT to support market research Market segmentation <p><u>1.1.3 Market positioning</u></p> <ul style="list-style-type: none"> Market mapping Product differentiation Adding value 	<p><u>1.3.1 Product design</u></p> <ul style="list-style-type: none"> Design mix Changes in the design mix to reflect social trends. <p><u>1.3.2 Banding & promotion</u></p> <ul style="list-style-type: none"> Types of promotion & branding Benefits of strong branding Ways to build a brand. Changes in branding and promotion to reflect social trends. <p><u>1.3.3 Pricing strategies</u></p> <ul style="list-style-type: none"> Types of pricing strategy: cost plus, price skimming, penetration, predatory, competitive, psychological Factors that determine price Changes in pricing to reflect social trends. 	<p><u>1.4.1 Approaches to staffing</u></p> <ul style="list-style-type: none"> Flexible workforce Distinction between dismissal & redundancy Employer/employee relationships. <p><u>1.4.2 Recruitment, selection and training</u></p> <ul style="list-style-type: none"> Recruitment & selection process Cost of recruitment, selection & training Types of training: Induction, on-the-job, off-the-job. <p><u>1.4.3 Organisational design</u></p> <ul style="list-style-type: none"> Structure: hierarchy, chain of command, span of control, centralised/decentralised Types of structure; tall, flat, matrix Impact of different structures on business efficiency & motivation. 	<p><u>1.5.1 Role of an entrepreneur</u></p> <p><u>1.5.2 Entrepreneurial motives and characteristics</u></p> <ul style="list-style-type: none"> Characteristics & skills required. Reasons why people set up businesses. <p><u>1.5.3 Business objectives</u></p> <ul style="list-style-type: none"> Survival, profit maximisation, sales maximisation, market share, cost efficiency, employee welfare, customer satisfaction, social objectives. <p><u>1.5.4 Forms of business</u></p> <ul style="list-style-type: none"> Sole trader, partnerships, Ltd.'s Franchising, social enterprise, lifestyle & online businesses

<p><u>2.2.3 Break-even</u></p> <ul style="list-style-type: none"> • Contribution • Break-even point • Margin of safety • Purpose and limitations of break-even analysis. <p><u>2.2.4 Budgets</u></p> <ul style="list-style-type: none"> • Purpose & difficulties of budgeting • Types of budget – historical & zero • Variance analysis <p><u>2.3.1 Profit</u></p> <ul style="list-style-type: none"> • Gross, Operating and profit for the year. • Statement of comprehensive profit • Measuring profitability – Gross profit margin, operating profit margin, profit for the year margin • Ways to improve profitability. • Distinction between profit and cash. <p><u>2.3.2 Liquidity</u></p> <ul style="list-style-type: none"> • Statement of financial position • Measuring liquidity – current & acid test ratio. • Ways to improve liquidity. • Working capital and its management 	<ul style="list-style-type: none"> • Lean production <p><u>2.4.4 Quality management</u></p> <ul style="list-style-type: none"> • Quality control, assurance, circles, Total quality management • Continuous improvement (Kaizen) <p><u>2.5.1 Economic influence.</u></p> <ul style="list-style-type: none"> • Inflation, exchange rates, interest rates. • Taxation & government cycle • The business cycle. <p><u>2.5.2 Legislation</u></p> <ul style="list-style-type: none"> • Consumer, employee, environmental, competition, health safety <p><u>2.5.3 The competitive environment</u></p> <ul style="list-style-type: none"> • Competition and market size 	<p><u>1.2.1 Demand</u></p> <ul style="list-style-type: none"> • Factors leading to a change in demand. <p><u>1.2.2 Supply</u></p> <ul style="list-style-type: none"> • Factors leading to a change in supply. <p><u>1.2.3 Markets</u></p> <ul style="list-style-type: none"> • The interaction of supply & demand • The drawing and interpretation of supply & demand diagrams. <p><u>1.2.3 Price elasticity of demand</u></p> <ul style="list-style-type: none"> • Calculation & interpretation of price elasticity of demand. • Factors influencing price elasticity of demand. • Relationship with total revenue. <p><u>1.2.5 Income elasticity of demand</u></p> <ul style="list-style-type: none"> • Calculation of income elasticity of demand 	<p><u>1.3.4 Distribution</u></p> <ul style="list-style-type: none"> • Distribution channels • Changes in distribution to reflect social trends. <p><u>1.3.5 Marketing strategy.</u></p> <ul style="list-style-type: none"> • Product life cycle • Boston Matrix & product portfolio. • Marketing strategies appropriate for different types of market. • Consumer behaviour 	<p><u>1.4.4 Motivation in theory and practice.</u></p> <ul style="list-style-type: none"> • The importance of employee motivation to a business • Motivation theories; Taylor, Mayo, Maslow, Herzberg • Financial incentives • Non-financial techniques to improve employee performance. <p><u>1.4.5 Leadership.</u></p> <ul style="list-style-type: none"> • The distinction between management & Leadership • Types of leadership; autocratic, paternalistic, democratic, laissez-faire 	<ul style="list-style-type: none"> • Growth to PLC & stock market floatation. <p><u>1.5.5 Business choices</u></p> <ul style="list-style-type: none"> • Opportunity cost & potential trade-offs. <p><u>1.5.6 Moving from entrepreneur to leader.</u></p> <ul style="list-style-type: none"> • The difficulties in developing from an entrepreneur to a leader.
<p>Name of Assessment: Managing business activities.</p> <p>Topics: Raising finance, financial planning, Managing finance.</p>	<p>Name of Assessment: Managing business activities</p> <p>Topics: Resource management and external influences.</p>	<p>Name of Assessment: Mock examination Paper 2: Managing business activities. Duration: 1hr 30 minutes</p>	<p>Name of Assessment: Marketing</p> <p>Topics: meeting customer needs, the market, marketing mix and strategy</p>	<p>Name of Assessment: People</p> <p>Topics: managing people and entrepreneurs and leaders. Duration: 1 hour</p>	<p>Name of Assessment: End of year AS papers.</p> <p>Paper 1: Marketing and People Duration: 1hr 30 minutes</p>

	Duration: 1 hour	Duration: 1 hour		Duration: 1 hour		Paper 2: Managing business activities. Duration: 1hr 30 minutes
Year 13	<p><u>3.1.1 Corporate objectives</u></p> <ul style="list-style-type: none"> Development of corporate objectives from mission statement/aims. Critical appraisal of aims/mission statements. <p><u>3.1.2 Theories of corporate strategy</u></p> <ul style="list-style-type: none"> Corporate strategy Aim of portfolio analysis Achieving competitive advantage through distinctive capabilities. Effect of strategic & tactical decisions on human, physical & financial resources. <p><u>3.1.3 SWOT analysis</u></p> <ul style="list-style-type: none"> Internal considerations External considerations <p><u>3.1.4 Impact of external influences</u></p> <ul style="list-style-type: none"> PESTLE Porter's Five Forces <p><u>3.2.1 Growth</u></p> <ul style="list-style-type: none"> Objective of growth Problems arising from growth. <p><u>3.3.3 Mergers and takeovers</u></p> <ul style="list-style-type: none"> Reasons for mergers & takeovers Distinction between mergers & takeovers Horizontal & vertical integration Problems with rapid growth <p><u>3.2.3 Organic growth</u></p>	<p><u>3.3.4 Critical Path Analysis</u></p> <ul style="list-style-type: none"> Purpose & Limitations of using CPA. Complete & interpret networks to identify CP. <p><u>3.4.1 Corporate influences</u></p> <ul style="list-style-type: none"> Corporate timescales: short-termism V's long-termism Evidence based V's subjective decision making. <p><u>3.4.2 Corporate culture</u></p> <ul style="list-style-type: none"> Strong & weak cultures Classification of cultures: Power, Role, Task, Person. How culture is formed & difficulties in changing an established culture. <p><u>3.4.3 Shareholders versus stakeholders</u></p> <ul style="list-style-type: none"> Internal & external stakeholders Stakeholder objectives Stakeholder & shareholder influences <p><u>3.4.4 Business ethics</u></p> <ul style="list-style-type: none"> Ethics of strategic decisions Pay & rewards. Corporate social responsibility <p><u>3.5.1 Interpretation of financial statements</u></p>	<p><u>3.6.3 Scenario planning</u></p> <ul style="list-style-type: none"> Identifying key risks through risk assessment Planning for risk mitigation <p><u>4.1.1 Growing economies</u></p> <ul style="list-style-type: none"> Growth rate of UK compared to emerging economies Growing economic power of countries within Asia, Africa Implications of economic growth Indicators of growth <p><u>4.1.2 International trade and business growth</u></p> <ul style="list-style-type: none"> Exports & Imports Link between business specialisation & competitive advantage FDI <p><u>4.1.3 Factors contributing to increased globalisation.</u></p> <ul style="list-style-type: none"> Trade Liberalisation 	<p><u>4.2.3 Assessment of a country as a production location</u></p> <ul style="list-style-type: none"> <p><u>4.2.4 Reasons for global mergers or joint ventures</u></p> <ul style="list-style-type: none"> Spreading risk over different countries Entering new markets/trade blocs Acquiring national/international brand names Securing resources Maintaining/increasing global competitiveness <p><u>4.2.5. Global competitiveness</u></p> <ul style="list-style-type: none"> Impact of movements in exchange rates Competitive advantage Skill shortages and their impact on international competitiveness <p><u>4.3.1 Marketing</u></p> <ul style="list-style-type: none"> Global marketing & global localisation Marketing approaches: ethnocentric, geocentric, polycentric Application and adaptation of the 4 Ps and Ansoff's Matrix to global markets. 	Revision	Examinations

<ul style="list-style-type: none"> Distinction between inorganic & organic growth Methods of growing organically Advantages & disadvantages of organic growth <p>3.2.4 Reasons for staying small</p> <ul style="list-style-type: none"> <p>3.3.1 Quantitative sales forecasting</p> <ul style="list-style-type: none"> Calculation of time series Interpretation of scatter graphs/line of best fit Limitations of quantitative sales forecasting. <p>3.3.2 Investment appraisal</p> <ul style="list-style-type: none"> Calculate & interpret figures generated by Payback, Average rate of return, NPV Limitation of these techniques. <p>3.3.3 Decision trees</p> <ul style="list-style-type: none"> Construct, calculate and interpret figures generated by decision trees. Limitations of using decision trees 	<ul style="list-style-type: none"> Key information and stakeholder interest of statement of comprehensive income & statement of financial position <p>3.5.2 Ratio analysis</p> <ul style="list-style-type: none"> Calculate and interpret Gearing and ROCE ratios Limitations of ratio analysis. <p>3.5.3 Human resources</p> <ul style="list-style-type: none"> Calculate & interpret labour productivity, labour turnover, retention, absenteeism. Human resource strategies to increase productivity & retention and to reduce turnover & absenteeism. <p>3.6.1 Causes and effects of change</p> <p>3.6.2 key factors in change.</p> <ul style="list-style-type: none"> Organisational culture, size of organisation, Time/speed of change, Managing resistance to change 	<ul style="list-style-type: none"> Political change Reduced cost of transport & communication Increased significance of global companies Increases investment flows. Migration within & between economies <p>4.1.4 Protectionism</p> <ul style="list-style-type: none"> Tariffs Import quotas. Other trade barriers <p>4.1.5 Trading blocs</p> <ul style="list-style-type: none"> Expansion of trading blocs Impact on businesses of trading blocs <p>4.2.1 Conditions that prompt trade.</p> <ul style="list-style-type: none"> Push factors Pull factors. <p>Off-shoring & outsourcing.</p> <p>4.2.2 Assessment of a country as a market</p>	<p>4.3.2 Niche markets</p> <ul style="list-style-type: none"> Culture diversity Features of global niche markets Application and adaptation of the 4 Ps to suit global niches. <p>4.3.3 Cultural/social factors</p> <ul style="list-style-type: none"> Considerations for businesses: cultural, tastes, language differences Inappropriate translations, branding and promotion. <p>4.4.1 The impact of MNCs</p> <ul style="list-style-type: none"> Impact of MNCs on the local economy Impact of MNCs on the national economy. <p>4.4.2 Ethics</p> <ul style="list-style-type: none"> Stakeholder conflicts Pay and working considerations. Supply chain considerations Marketing considerations <p>4.4.3 Controlling MNCs</p> <ul style="list-style-type: none"> Factors to consider: political influence, legal control, pressure groups, social media. 		
<p>Assessment: <u>Name of assessment:</u> Business decisions & strategy</p>	<p>Assessment: <u>Name of assessment:</u> Business decisions & strategy</p>	<p>Assessment: Mock <u>Name of assessment:</u> Paper 1: Marketing & People <u>Duration:</u> 2 hours</p>	<p>Assessment: <u>Name of assessment:</u> Global Business <u>Topics covered:</u></p>	<p>External Assessment: Paper 1: Marketing, people and global businesses. <u>Duration:</u> 2 hours</p>	<p>External Assessment: Paper 2: Business activities, decisions and strategy. <u>Duration:</u> 2 hours</p>

	<p><u>Topics covered:</u> Business objectives and strategy, business growth, decision-making techniques</p> <p><u>Duration: 1hr</u></p>	<p><u>Topics covered:</u> Decision-making techniques, influences on business decisions, assessing competitiveness, managing change.</p> <p><u>Duration: 1hr</u></p>	<p><u>Paper 2:</u> Business activities, decisions and strategy</p> <p><u>Duration:</u> 2 hours</p>	<p>Globalisation, global markets and business expansion, global marketing, global industries and companies (multinational corporations).</p> <p><u>Duration: 1hr</u></p>		<p><u>External Assessment:</u> Paper 3: Investigating business in a competitive environment.</p> <p><u>Duration:</u> 2 hours</p>
--	---	---	--	---	--	--