

## Business Studies Curriculum Overview



**Subject not taught at primary phase or at KS3**

<b>Business</b>	<b>Term 1</b>	<b>Term 2</b>	<b>Term 3</b>
<b>Year 10</b>	<ul style="list-style-type: none"> <li>• The dynamic nature of business</li> <li>• Why new business ideas come about</li> <li>• How new business ideas come about</li> <li>• Risk and reward</li> <li>• The role of business enterprise</li> <li>• Adding value</li> <li>• The role of entrepreneurship</li> <li>• Ownership and Liability</li> <li>• Franchising</li> <li>• Business Aims and Objectives</li> <li>• Changes in Business Aims and Objectives</li> <li>• Business Location</li> <li>• Business Plans</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• Technology and Business</li> <li>• Legislation and Business</li> <li>• Introduction to the Economy</li> <li>• The Economy and Business</li> <li>• External Influences on Business</li> <li>• Business and Globalisation</li> <li>• Ethics and Business</li> <li>• Environment and Business</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational Structures</li> <li>• The Importance of Effective Communication</li> <li>• Different Ways of Working</li> <li>• Effective Recruitment</li> <li>• Effective Training and Development</li> <li>• Motivation</li> <li>• Business Operations</li> <li>• Technology, Productivity and Production</li> <li>• Managing Stock</li> <li>• Procurement: Working with Suppliers</li> <li>• Managing Quality</li> <li>• The Sales Process</li> </ul>
<b>Year 11</b>	<b>Topics</b> <ul style="list-style-type: none"> <li>- Customer Needs</li> <li>- Market Research</li> <li>- Market Segmentation</li> <li>- Market Mapping</li> <li>- The Competitive Environment</li> <li>- Marketing Mix                             <ul style="list-style-type: none"> <li>Product</li> <li>Price</li> <li>Promotion</li> <li>Place</li> </ul> </li> <li>- Marketing Mix and Business Decisions</li> </ul>	<b>Topics</b> <ul style="list-style-type: none"> <li>- Business Revenue, Costs and Profit</li> <li>- Break-Even</li> <li>- The Importance of Cash</li> <li>- Cash Flow Forecasts</li> <li>- Sources of Small Business Finance</li> <li>- Methods of Growth</li> <li>- Finance for Growth</li> <li>- Business Calculations</li> <li>- Understanding Business Performance</li> </ul>	<b>Topics</b> <ul style="list-style-type: none"> <li>- Marketing</li> <li>- Finance</li> <li>- Operations</li> <li>- Ownership</li> <li>- HR</li> <li>- External Influences on Business</li> </ul>

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