

Business Studies Curriculum Overview



Subject not taught at primary phase or at KS3

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

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