

Curriculum Overview

Business Studies

KS4

	Year 10	Year 11
Half term 1	<p>1.1 Enterprise & Entrepreneurship Overview: Introduces the dynamic nature of business, reasons for new ideas, and the role of entrepreneurs.</p> <p>Areas of Interest: Innovation, risk vs. reward, entrepreneurial traits.</p> <p>Skills Learned: Risk assessment, creative thinking, evaluating business opportunities.</p>	<p>2.1 Growing the Business Overview: Looks at growth strategies and global expansion.</p> <p>Areas of Interest: Organic vs. external growth, globalization, ethics.</p> <p>Skills Learned: Strategic planning, evaluating growth options, ethical reasoning.</p>
Half term 2	<p>Spotting a Business Opportunity Overview: Focuses on identifying customer needs and conducting market research.</p> <p>Areas of Interest: Market segmentation, competitive analysis, mapping gaps.</p> <p>Skills Learned: Data interpretation, research design, strategic analysis.</p>	<p>2.2 Making Marketing Decisions Overview: Applies marketing mix to growth contexts.</p> <p>Areas of Interest: Product life cycle, pricing strategies, promotional campaigns.</p> <p>Skills Learned: Marketing analysis, campaign planning, customer targeting.</p>
Half term 3	<p>1.3 Putting a Business Idea into Practice</p>	<p>2.3 Making Operational Decisions Overview: Focuses on production methods and quality management.</p>

	<p>Overview: Covers aims, objectives, finance, and break-even analysis.</p> <p>Areas of Interest: Cash flow forecasting, sources of finance, profit calculations.</p> <p>Skills Learned: Financial literacy, planning, decision-making.</p>	<p>Areas of Interest: Job vs. batch vs. flow production, supplier relationships.</p> <p>Skills Learned: Operational efficiency, quality control, supply chain management.</p>
Half term 4	<p>1.4 Making the Business Effective</p> <p>Overview: Examines business structures, location, and marketing mix.</p> <p>Areas of Interest: Sole trader vs. Ltd, site selection, promotional strategies.</p> <p>Skills Learned: Business planning, marketing strategy, organizational analysis.</p>	<p>2.4 Making Financial Decisions</p> <p>Overview: Covers financial performance and ratio analysis.</p> <p>Areas of Interest: Profitability ratios, liquidity, investment appraisal.</p> <p>Skills Learned: Financial analysis, interpreting KPIs, strategic budgeting.</p>
Half term 5	<p>1.5 Understanding External Influences</p> <p>Overview: Explores stakeholders, legislation, and economic factors.</p> <p>Areas of Interest: Technological change, legal compliance, macroeconomic trends.</p> <p>Skills Learned: PESTEL analysis, stakeholder management, adaptability.</p>	<p>2.5 Making Human Resource Decisions</p> <p>Overview: Examines organizational structures and workforce management.</p> <p>Areas of Interest: Recruitment, training, motivation theories.</p> <p>Skills Learned: HR planning, leadership, applying motivational strategies.</p>
Half term 6	<p>1.5 Business projects</p> <p>Overview: Explores and research businesses</p> <p>Areas of Interest: Organisational structure, types of businesses.</p> <p>Skills Learned: Research and analytical skills.</p>	

Curriculum Overview

Business Studies

KS5

	Year 12	Year 13
Half term 1	<p>Unit 1: Exploring Business Overview: Introduces business purposes</p> <p>Areas of Interest: Types of businesses (public, private, non-profit), functional areas, PESTLE analysis, innovation.</p> <p>Skills Learned: Business analysis, research skills, evaluating external influences, report writing.</p>	<p>Unit 14: Customer Service Overview: Focuses on monitoring and improving customer service.</p> <p>Areas of Interest: Feedback systems, KPIs, complaint handling.</p> <p>Skills Learned: Data analysis, continuous improvement, interpersonal skills.</p>
Half term 2	<p>Unit 1: Exploring Business Overview: Structures, environments, and stakeholders.</p> <p>Areas of Interest: Types of businesses (public, private, non-profit), functional areas, PESTLE analysis, innovation.</p> <p>Skills Learned: Business analysis, research skills, evaluating external influences, report writing.</p>	<p>Unit 2: Marketing Revision and Exam Overview: Reviews marketing principles and prepares for external assessment.</p> <p>Areas of Interest: Market research, segmentation, marketing mix, campaign planning.</p> <p>Skills Learned: Analytical thinking, marketing strategy development, exam technique.</p>
Half term 3	<p>Unit 3: Personal Finance Overview: Focuses on managing personal finances and understanding financial products.</p>	<p>Unit 2: Marketing External Assessment Overview: Students complete the externally assessed marketing campaign task.</p>

	<p>Areas of Interest: Budgeting, saving, borrowing, credit scores, financial planning.</p> <p>Skills Learned: Financial literacy, decision-making, interpreting financial data, risk assessment.</p>	<p>Areas of Interest: Research, budgeting, promotional strategies.</p> <p>Skills Learned: Project planning, creative problem-solving, applying marketing theory.</p>
Half term 4	<p>Unit 3: Business Finance Overview: Covers financial planning and performance for businesses.</p> <p>Areas of Interest: Break-even analysis, cash flow forecasting, ratio analysis, sources of finance.</p> <p>Skills Learned: Financial calculations, interpreting accounts, strategic financial planning.</p>	<p>Unit 14: Customer Service Overview: Consolidates customer service knowledge for assessment.</p> <p>Areas of Interest: Service standards, customer loyalty, digital service channels.</p> <p>Skills Learned: Strategic service planning, digital communication, evaluation.</p>
Half term 5	<p>Unit 3: External Assessment Revision Overview: Prepares students for the external exam through practice and review.</p> <p>Areas of Interest: Past papers, exam techniques, scenario-based questions.</p> <p>Skills Learned: Time management, applying theory to case studies, critical thinking.</p>	<p>Exam Revision Overview: Consolidating knowledge and practicing exam techniques.</p> <p>Areas of Interest:</p> <ul style="list-style-type: none"> • Past papers and mark schemes • Key theory topics • Time management strategies <p>Skills Learned: Applying knowledge under exam conditions.</p>
Half term 6	<p>Unit 14: Customer Service Overview: Examines the role of customer service in business success.</p> <p>Areas of Interest: Customer expectations, communication methods, legal compliance.</p> <p>Skills Learned: Professional communication, problem-solving, service evaluation.</p>	

