

Curriculum Map

Subject: Business Studies

Year Group: 9

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit(s)	Introduction to enterprise The role of enterprise and entrepreneurship Intro to business planning Business Aims and Objectives Stakeholders in a business Intro to costs, revenue and profit	Setting up a business project Micro tyco project Healthy soft drink project with introduction to marketing concepts	Building understanding of marketing The role of Marketing Market research Market segmentation The marketing mix Design a breakfast product project to put into practise marketing concepts	Planning for work project Recruitment and selection	Applying for a job/ budgeting project/ or interview skills - video and analyse Revision for BET (one or two weeks as required)	Introduction to external influences Location of business activity (possible project on Heathrow airport or look at legacy spec questions for the basis of location project) Ethical and environmental considerations
Key knowledge	Enterprise Skills Writing a business plan Concept of costs, revenue and profit Stakeholders and conflict between stakeholders	USP Branding Market research Location Finance Estimating costs and revenues Links into ethics	Market research Marketing Mix Market segmentation Social Media / viral marketing	Job specification Person specification CV's Interviews Selection methods	Marketing (recap) Enterprise Business planning Stakeholders Aims and objectives Market research Recruitment and selection	Ethics Business location Environment Revision of stakeholder concept and conflicts between stakeholders
Key skills/ concepts	Investigation	Group work Project planning	Group work Project planning	Job Application Process Personal Money Management	Exam technique Structuring exam questions	Ethics sustainability
Link to Exam Board criteria	Links to spec sections 1.1, 1.2,1.4 and 1.5	Links to spec sections 2.1, 2.2, 2.3, 2.4	Links to spec sections 2.1, 2.2, 2.3, 2.4	Links to specification sections 3.1 and 3.4	Links to specification section 3.4	Links to specification section 4.5 and 6.1
Assessment	GCSE Bitesize tests Topic test	GCSE Bitesize tests Topic test Past exam questions	BET Multiple Choice on: Enterprise Business planning Aims/objectives Stakeholders Market research	Group presentation		BET ASSESSMENT Marketing/Enterprise/Business planning/ aims and objectives/ stakeholders/ Recruitment and selection
Rationale/ sequencing	Setting the scene of business Introducing tier 3 language	Accessible topics as year 9 students have an inherent understanding of themselves as consumers and of brands		Helps to develop students personal brand and their ability to recognise their strengths and articulate	Re-evaluate existing concepts in the context of the additional knowledge of marketing	Introduction to the context in which businesses operate

	Inspiring through the use of real life examples Introduction to profit as an understanding of the key motivator for business decision making	Introducing the importance of marketing to sustainable business Developing understanding of marketing	these for example in applying for expeditions, student leadership positions and co-curricular opportunities Demystifying the pathways into aspirational careers		Developing an understanding of moral, ethical and environmental implications of business
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Curriculum Map

Subject: Business Studies

Year Group: 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit(s)	3.1 The role of human resources 3.2 Organisational structures 3.3 Communication 3.5 Motivation 3.6 Training and devt 3.7 Employment law Homework activities -paper 1 homework booklet in BET google drive	1.1 Business ownership 1.6 Business Growth END OF PAPER 1 4.5 Business Location (recap)	<i>Technology in Production Project</i> 4.1 Production processes 4.2 Quality of Goods and Services 4.3 The sales Process and Customer Service 4.4 Consumer Law	<i>Finance</i> 5.1 The role of finance 5.3 Revenue, costs and profit 5.4 Break even (can move to Summer 1 as needed) Revision for assessment	5.2 Sources of finance 5.5 Cash flow Interpreting financial data	6.1 Ethical and Environmental Considerations recap from year 9 6.2 The economic climate 6.3 Globalisation
Key knowledge	Revisit year 9 work on recruitment and selection Complete the human resource section of specification and with distributed practice and homework revisit marketing key concepts	Sole trader, partnership, companies. Limited and unlimited liability Reasons for choosing locations. Internal vs External Growth Markets, Competition and funding growth.	Creating a product to suit a particular target market and charitable brief. The impact of current legislation on employment, your rights and the business environment.	Recap on revenue, costs and profit from year 9	Ratios ARR - linking ARR back to concept of profit (based on question in 2019 paper)	The impact of ethical and environmental considerations on business The concept and impact of globalisation The impact of the economic climate and business cycle
Key skills/ concepts	Homework and distributed practice needs to recover the marketing section 2.1,2.2, 2.3, 2.4	Analysing business situations and making recommendations		Costs, revenue, profit, break even	liquidity, loan, overdraft, trade credit, retained profit, sale of assets, owners' capital, new partner, share issue, crowdfunding	Case study analysis Group discussion Citizenship

Link to Exam Board AOs	AO1 AO2 AO3	AO1 AO2 AO3	AO1 AO2 AO3	AO1 AO2 AO3	AO1 AO2 AO3	AO1 AO2 AO3
Assessment	BET Assessment - focus on marketing, human resources			BET ASSESSMENT UNIT 1 EXAM		Unit 2 test
Rationale / sequencing	Building upon foundations set in year 9. Deepening our understanding of people as assets within business	Having understood the generic structures of organisation beginning to look at variations in form	A project based unit after a knowledge focussed unit to engage and bring back in a more creative section of the specification	Developing the key terminology and calculations introduced in year 9 to a more formal understanding of profit, loss and breakeven		Developing their understanding of production to the real world context and its impact

Curriculum Map

Subject: Business Studies

Year Group: 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit(s)	7 The interdependent nature of business	Use your judgement and the data to choose topics that your class needs to revise After mocks- feedback and DIRT	Use your judgement and the data to choose topics that your class needs to revise Final Exam Revision Exam Technique Pasts papers Keyword tests Exam technique for long answer questions	After mocks- feedback and DIRT	EXAMS	EXAMS
Key knowledge	How interdependencies impact upon decision making	Independent learning Use of knowledge planners				
Key skills/ concepts	Risk taking Using financial data to measure success / failure					
Link to Exam Board AOs	AO1 AO2 AO3	AO1 AO2 AO3				

Assessment	Topic text on the interdependent nature of business	BET MOCKS Unit 1 and UNIT 2		BET MOCKS Unit 1 and Unit 2		
Rationale/sequencing	Pulls together all learning from the different topics and develops synoptic skills					