

Curriculum Map

Subject: Business Studies

Year Group: 9

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit(s)	What is business? What aspects of business will you study in this course? Case study on Lego • Performance data • Branding & Marketing • Distribution • Production • Location Introduction to enterprise The role of enterprise and entrepreneurship (including case studies of entrepreneurs) Intro to business planning Business Aims and Objectives to include the simple calculation of profit and market share Stakeholders in a business	Setting up a business project Micro tyco project – game changer focus	Building understanding of marketing The role of Marketing Market research Prepare for BET 1 assessment	Marketing project eg healthy soft drinks - to integrate with teaching Game changer focus Market segmentation The marketing mix	Planning for work project Recruitment and selection Applying for a job (creative cvs project) or interview skills - video and analyse Game changer focus 3.5 Motivation 3.6 Training and devt Re-teach weeks	Introduction to external influences Ethical and environmental considerations . The idea is to choose something topical that will introduce students to environmental, ethical or external influences - game changer focus in examining topical issues of the day and trying to be creative in considering solutions
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	Marketing (recap) Enterprise Business planning Stakeholders Aims and objectives Market research Recruitment and selection	Ethics Environment External influences Revision of stakeholder concept and conflicts between stakeholders
Key skills	Investigation Application	Group work Project planning Enterprise	Analyse questions Application	Job Application Process Personal Money Management	Exam technique Structuring exam questions	Use of quantitative and qualitative data in decision making

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 Assessment : Enterprise Business planning Aims/objectives Stakeholders Market research	Group presentation	Practise exam questions	<i>BET ASSESSMENT Marketing/Enterprise/Business planning/ aims and objectives/ stakeholders/ Recruitment and selection</i>
Rationale/ sequencing	Setting the scene of business Introducing tier 3 language Inspiring through the use of real life examples Introduction to profit as an understanding of the key motivator for business decision making	Accessible topics as year 9 students have an inherent understanding of themselves as consumers and of brands Introducing the importance of marketing to sustainable business Developing understanding of marketing		Helps to develop students personal brand and their ability to recognise their strengths and articulate these for example in applying for expeditions, student leadership positions and co-curricular opportunities Demystifying the pathways into aspirational careers	Re-evaluate existing concepts in the context of the additional knowledge of marketing	Introduction to the context in which businesses operate Developing an understanding of moral, ethical and environmental implications of business

Curriculum Map

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Year Group: 10

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Assessment	BET Assessment - focus on marketing, human resources				<i>BET ASSESSMENT UNIT 1 EXAM</i>	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)	5.3 Revenue costs and profit (Calculation of gross and net profit, calculation and interpretation of profitability ratios, calculation and interpretation of ARR) 5.5 Cash and cash flow Paper 2 (Operations, Finance & Influences) Reteach Weeks prior to November mocks. The topics covered for this should be class specific. Identify their particular areas of weakness for Paper 2 and in exam technique.	Short two week introduction to synoptic questions. Will cover this in detail after mocks. Mocks Mock feedback & DIRT Exam technique focus	7. The interdependent nature of business – synoptic element of the course Revisit paper 2 (not locked down - mix and match?) Focus on exam technique	Paper 1 (Business Activity, Marketing & People) Reteach Weeks prior to March mocks. The topics covered for this should be class specific. Identify their particular areas of weakness for Paper 1 and in exam technique. Mocks Feedback and DIRT.	EXAMS	EXAMS
Key knowledge	Calculation of gross and net profit Profitability Ratios ARR - linking ARR back to concept of profit (based on question in 2019 paper)	Independent learning Use of knowledge planners	How interdependencies impact upon decision making			
Key skills/ concepts			Risk taking Using financial data to measure success / failure			
Link to Exam Board AOs		AO1 AO2 AO3	AO1 AO2 AO3			
Assessment		BET MOCKS UNIT 2	Topic text on the interdependent nature of business	BET MOCKS UNIT 1		

Rationale/ sequencing			Pulls together all learning from the different topics and develops synoptic skills			