KS3 Curriculum Map – Business Studies

Year 9 Transition **Year**	**Autumn 1**	**Autumn 2**	**Spring 1**	**Spring 2**	**Summer 1**	**Summer 2**
Topic	**Topic 1.1** **Entrepreneurship/Enterprising**	**Topic 1.3 Putting a Idea into Practice**	**Topic 1.4 Making the Business Effective**	**Topic 1.5 Understanding External Influences on Business**		**Enterprise and Entrepreneurship (Enterprise Week)**
Assessment topics	**Component 1.1.1 The Dynamic of Businesses** *Why new business ideas come about*: ● Changes in technology ● Changes in what consumers want ● Products and services becoming obsolete. How new business ideas come about: ● Original ideas ● adapting existing products/ services/ideas ***Assessment topics*** 1. What is Business enterprise 2. What is Entrepreneurship 3. What are Risk and reward 4. Can you explain the dynamic nature of business	**Component 1.3.1 Business Aims and Objectives** *What business aims and business aims and objective:* ● Financial aims and objectives: survival, profit, sales, market share, financial security ● Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. ***Assessment topics*** 1. Identifying customer needs 2. Conducting market research 3. Benefits of competition	**Component 1.4.1 The options for Start-up and Small Businesses** *The concept of limited liability:* ● Limited and unlimited liability ● The implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: ● Sole trader, partnership, private limited company ● The advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: ● The advantages and disadvantages of franchising **Assessment topics** 1. Developing aims and objectives 2. Working with business revenues, costs and profits 3. Understanding Cash and cash- flow 4. Where do businesses get their money?	**Component 1.5.1 Business Stakeholders** *Who business stakeholders are and their different objectives:* ● Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses: ● How stakeholders are affected by business activity ● How stakeholders impact business activity possible conflicts between stakeholder groups. **Assessment topics** 1. Factors affecting a new/start-up business 2. Location 3. Marketing 4. Creating business plans	**Year 9 Exam**	**Unit 1 Enterprise assessment test** 5. Business enterprise 6. Entrepreneurship 7. Risk and reward 8. Dynamic nature of business **Summer 2 – (Enterprise se Weeks) 9th, 10th and 11th July**

	Component 1.1.2 Risks and Rewards *The impact of risk and reward on business activity:* ● Risk: business failure, financial loss, lack of security ● Reward: business success, profit, independence **Component 1.1.3 The Role of Business Enterprise** *The role of business enterprise and the purpose of business activity:* ● To produce goods or services ● To meet customer needs ● To add value: convenience, branding, quality, design, unique selling point **Component 1.2.1 Customer Needs** Identifying and under-standing customer needs: ● What customer needs are: price, quality, choice, convenience ● The importance of identifying and under-standing customers: generating sales, business survival.	**Component 1.3.2 Business Revenues, Costs and Profits** *The concept and calculation of:* ● Revenue ● Fixed and variable costs ● Total costs ● Profit and loss ● Interest ● Breakeven level of output ● Margin of safety. Interpretation of breakeven diagrams: ● The impact of changes in revenue and costs ● Breakeven level of output ● Margin of safety ● Profit and loss **Component 1.3.3 Cash and Cash Flow** *The importance of cash to a business:* ● To pay suppliers, overheads and employees ● To prevent business failure (insolvency) ● The difference between cash and profit. Calculation and interpretation of cash-flow forecasts: ● Cash inflows ● Cash outflows ● Net cash flow ● Opening and closing balances.	**Component 1.4.2 Business Location** *Factors influencing business location:* ● Proximity to market, labor, materials and competitors ● nature of the business activity ● The impact of the internet on location decisions: e-commerce and/or fixed premises. **Component 1.4.3 The Marketing Mix** What the marketing mix is and the importance of each element: ● Price, product, promotion, place. How the elements of the marketing mix work together: ● Balancing the marketing mix based on the competitive environment ● The impact of changing consumer needs on the marketing mix ● The impact of technology on the marketing mix: e-commerce, digital communication.	**Component 1.5.2 Technology and Business** *Different types of technology used by business:* ● E-commerce ● Social media ● Digital communication ● Payment systems. *How technology influences business activity in terms of:* ● Sales ● Costs marketing mix **Component 1.5.3 Legislation and business** The purpose of legislation: ● Principles of consumer law: quality and consumer rights ● Principles of employment law: recruitment, pay, discrimination and health and safety		

	Component 1.2.2 Market Research *The purpose of market research:* ● To identify and understand customer needs ● To identify gaps in the market ● To reduce risk ● To inform business decisions. Methods of market research: ● Primary research: survey, questionnaire, focus group, observation ● Secondary research: internet, market reports, government reports. *The use of data in market research:* ● Qualitative and quantitative data ● The role of social media in collecting market research data ● The importance of the reliability of market research data. **Component 1.2.3 Market Segmentation** How businesses use market segmentation to target customers: ● Identifying market segments: location, demographics, lifestyle, income, age ● Market mapping to identify a gap in the market and the competition.	**Component 1.3.4 Sources of Business Finance** *Sources of finance for a start-up or established small business*: ● Short-term sources: overdraft and trade credit ● Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding	**Component 1.4.4 Business Plans** *The role and importance of a business plan*: ● To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. The purpose of planning business activity: ● The role and importance of a business plan in minimising risk and obtaining finance.	**Component 1.5.4 The economy and business** *The impact of the economic climate on businesses:* ● Unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates **Component 1.5.5 External Influences** *The importance of external influences on business:* ● Possible responses by the business to changes in: technology, legislation, the economic climate.		

	Component 1.2.4 The Competitive Environment Understanding the competitive environment: ● Strengths and weaknesses of competitors based on price, quality, location, product range and customer service ● The impact of competition on business decision making					
Link with GCSE skills	**Theme 1** **Maths & English**	**Theme 1** **Maths & English**	**Theme 1** **Maths & English**	**Theme 1** **Maths & English**		**Theme 1** **Maths & English**
AO's	**AO1** Demonstrate knowledge and understanding of business concepts and 35 issues **AO2** Apply knowledge and understanding of business concepts and issues 35 to a variety of contexts **AO3** Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions					
Enrichment	• Business studies club – exploring in a practical way the aspects of starting/developing a Business Program of visiting speakers • Targeted support sessions for paper 1 and paper 2 Business Studies Trips					