KS4 Curriculum Map – Business Studies

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	**Topic 2.1 Growing the Business**	**Topic 2.2 Making Marketing Decisions**	**Topic 2.3 Making operational Decisions**	**Topic 2.4 Making financial decisions**	Year 10 Exam	**Topic 2.5 Making human resource decisions**
Assessment	**2.1.1: Business Growth** ***Methods of business growth and their impact***: ● Internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) ● External (inorganic) growth: merger, takeover. *The types of business ownership for growing businesses*: ● Public limited company (plc) Sources of finance for growing and established businesses: ● Internal sources: retained profit, selling assets ● External sources: loan capital, share capital, including stock market flotation (public limited companies). **Assessment Areas** 1. Business enterprise 2. Entrepreneurship 3. Risk and reward	**Topic 2.2 Making Marketing Decisions** ***The Design mix*** ● Function, aesthetics, cost. The product life cycle: ● The phases of the product life cycle ● Extension strategies. The importance to a business of differentiating a product/service **Assessment Areas** 1. Customer needs 2. Market research 3. Market Segmentation Competitive environments **Topic 2.3 Making operational Decisions** Price ● Pricing strategies ● Influences on pricing	**2.3.1 Business operations** ***The purpose of business operations:*** ● To produce goods ● To provide services. Production processes: ● Different types: job, batch, flow ● The impact of different types of production process: keeping Managing stock: ● Interpretation of bar gate stock graphs ● The use of just in time (JIT) stock control. **Assessment Areas** 1. Business aims and objectives 2. Business revenues, costs and profits 3. Cash and cash- flow 4. Sources of business finance **2.3.2 Working with suppliers** *The role of procurement:* ● Relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust	**2.4.1 Business calculations** ***The concept and calculation of***: ● Gross profit ● net profit Calculation and interpretation of: ● Gross profit margin ● Net profit margin ● Average rate of return. **2.4.2 Understanding ng business performance** *The use and interpretation of quantitative business data to support, inform and justify business decisions*: ● Information from graphs and charts ● Financial data ● Marketing data ● Market data. The use and limitations of financial information in: ● Understanding business performance ● Making business decisions		**2.5.1 Organisational structures** ***Different organisational structures and when each are appropriate:*** ● Hierarchical and flat ● Centralised and Decentralised. *The importance of effective communication:* ● The impact of insufficient or excessive communication on efficiency and motivation ● Barriers to effective communication. *Different ways of working*: ● Part-time, full-time and flexible hours ● Permanent, temporary, and freelance contracts ● The impact of technology on ways of working: efficiency, remote working **Assessment Areas** 1. Business stakeholders 2. Technology and business 3. Legislation and business 4. The economy and business 5. External influences **2.5.2 Effective recruitment** Different job roles and responsibilities: ● Key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. How businesses recruit people:

	Dynamic nature of business **<u>2.1.2: Changes in Business Aims and Objectives</u>** *Why business aims and objectives change as businesses evolve:* ● In response to: market conditions, technology, performance, legislation, internal reasons. How business aims and objectives change as businesses evolve: ● Focus on survival or growth ● Entering or exiting markets ● Growing or reducing the workforce ● Increasing or decreasing product range **<u>2.1.3: Business and Globalisation</u>** The impact of globalisation on businesses: ● Imports: competition from overseas, buying from overseas ● Exports: selling to overseas markets ● Changing business locations ● Multinationals **<u>2.1.4: Ethics, the Environment and Business</u>** Barriers to international trade: ● Tariffs ● Trade blocs. How businesses compete internationally: ● The use of the internet and ecommerce	strategies: technology, competition, market segments, product life cycle. Promotion: ● Appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding ● The use of technology in promotion: targeted advertising online, viral advertising via social media, newsletters Place: ● methods of distribution: retailers and e-tailers (e-commerce). How each element of the marketing mix can influence other elements. Using the marketing mix to build a competitive advantage. How an integrated marketing mix can influence competitive advantage. **<u>Topic 2.4 Making Financial Decisions</u>** **<u>Topic 2.5 Making Human Resource Decisions</u>** **<u>Unit 2 test</u>** 4. Customer needs 5. Market research 6. Market segmentation 7. Competitive	● The impact of logistics and supply decisions on costs, reputation, customer satisfaction **<u>2.3.3 Managing quality</u>** *The concept of quality and its importance in*: ● The production of goods and the provision of services: quality control and quality assurance ● Allowing a business to control costs and gain a competitive advantage. **<u>2.3.4 The sales process</u>** ● Product knowledge, speed and efficiency service, customer engagement, responses to customer feedback, post-sales service. **The importance to businesses of providing good customer service.**	**<u>Assessment Areas</u>** 1. Options for small and start-up businesses 2. Business location 3. Marketing 4. Business plans		● Documents: person specification and job description, application form, CV ● Recruitment methods used to meet different business needs (internal and external recruitment) **<u>2.5.3 Effective training and development</u>** How businesses train and develop employees: ● Different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. Why businesses train and develop employees: ● The link between training, motivation and retention ● Retraining to use new technology **<u>2.5.4 Motivation</u>** *The importance of motivation in the workplace:* ● Attracting employees, retaining employees, productivity. How businesses motivate employees: ● Financial methods: remuneration, bonus, commission, promotion, fringe benefits ● Non-financial methods: job rotation, job enrichment, autonomy.

	● Changing the marketing mix to compete internationally.	environments				
Link with GCSE skills	**Maths & English** Theme 2	**Maths & English** Theme 2	**Maths & English** Theme 2	**Maths & English** Theme 2		**Maths & English** Theme 2
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 Programme of visiting speakers • Targeted support sessions for paper 1 and paper 2 B • Business Studies Trips (Berlin BMV Factory / Hungaria Coca Cola Factory					

Year 11	Autumn 1		Autumn 2	Spring 1		Spring 2	Summer 1	Summer 2
Topic	**2.2 & 2.3 Recapping Marketing Mix & Making Operational Decisions**	Year 11 Exams	**2.3 Making Operational decisions**	**2.5 Making Human Resource Decisions**	Year 11 Exams	**2.5 & 2.4 Making Human Resource Decisions and Financial Decisions**	**Revision** **Revision for GCSE's**	**Revision** **Revision for GCSE's**
Assessment	**Business Operations** ▪ Job/batch/flow ▪ Managing stock ▪ Managing Stock ▪ Managing Quality ▪ Sales process and Customer service Assessment Areas 1. Business growth 2. Changes in aims and objectives 3. Businesses and globalisation 4. Ethics, the environment and business		**Making Operational decisions** ▪ Communication ▪ Different ways of working ▪ Effective recruitment ▪ Organisational Structure Assessment Areas 1. Product 2. Price 3. Promotion 4. Place 5. Using the marketing mix to make business decisions **Assessment window 1.30 Mock paper – mixture of paper 1 and 2. Up to 12 marks.**	**2.5 Making Human Resource Decisions** • Training and Development • Motivation • Recap profit • Gross and Net Profit Assessment Areas 1. Business operations 2. Working with suppliers 3. Managing quality 4. The sales process 5. Business calculations 6. Understanding g business performance		**Making Human Resource Decisions and Financial Decisions** • Recap profit • Gross and Net Profit • Understanding business performance – ratios (ARR) Assessment Areas 1. Organisational l structures 2. Effective recruitment 3. Effective training and development 4. Motivation **Assessment window 2: 1.30-hour mock paper, made up of section B and section C. Mixture of paper 1 and paper 2**	**GCSE Question practice/Exam skills preparation**	**GCSE Question practice/Exam skills preparation**
Link with GCSE Skills	**Maths & English** Theme 1 & 2		**Maths and English** Theme 1 & 2	**Maths & English** Theme 1 & 2		**Maths & English** Theme 1 & 2	**Maths & English** Theme 1 & 2	

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 • Programme of visiting speakers • Targeted support sessions for paper 1 and paper 2 (Interventions after school and Saturdays)