



Business Studies

CURRICULUM OVERVIEW – KS4

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Curriculum Overview: Business Studies

Year group	Topic	Key Words	Key Skills	KNOWLEDGE	Assessments	Cultural Capital
Year 10 Half Term 1	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>Why new business ideas come about:</p> <ul style="list-style-type: none"> ● changes in technology ● changes in what consumers want ● products and services becoming obsolete. <p>How new business ideas come about:</p> <ul style="list-style-type: none"> ● original ideas ● adapting existing products/services/ideas. <p>1.1.2 Risk and reward</p> <p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> ● risk: business failure, financial loss, lack of security ● reward: business success, profit, independence. 	<p><i>Enterprise</i></p> <p><i>Entrepreneurship</i></p> <p><i>Technology</i></p> <p><i>Consumers</i></p> <p><i>Services</i></p> <p><i>Products</i></p> <p><i>Adapting</i></p> <p><i>Risk</i></p> <p><i>Rewards</i></p> <p><i>Independence</i></p> <p><i>Financial</i></p> <p><i>Profit</i></p> <p><i>Failure</i></p> <p><i>Costing</i></p> <p><i>Loss</i></p>	<p>Calculations in a business context, including:</p> <ul style="list-style-type: none"> ● percentages and percentage changes ● averages ● revenue, costs and profit ● gross profit margin and net profit margin ratios ● average rate of return ● cash-flow forecasts, including total costs, total revenue and net cash flow. 	<p><i>That a business must calculate business figures to make predictions of cost, profit, stock etc</i></p>	<p><i>End of term business pitch:</i></p> <p><i>Focus on adding value to business ideas</i></p>	<p>Understanding how and why businesses take risks in Great Britain</p>

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	<p>1.1.3 The role of business enterprise</p> <p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> ● to produce goods or services ● to meet customer needs ● to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: ● an entrepreneur: organises resources, makes business decisions, takes risks. 					
Year 10 Half Term 2	<p>1.2 Spotting Business Opportunities</p> <p>1.2.1 Customer needs</p> <p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> ● what customer needs are: price, quality, choice, convenience ● the importance of identifying and understanding customers: 	<p>Price Customer needs Sales Survival Research Market Customer needs Reducing risk Business decisions Primary Research Secondary research Quantitative data Qualitative data</p>		<p>Customer needs are important to identify in a business context</p> <p>The different methods of market research</p> <p>Difference between primary and secondary research</p> <p>How to interpret market segmentation</p>	<p>Mid topic exam: Focus on methods of carrying out research and key terminology</p>	<p>Identifying how research can reduce risk of failure in modern Britain</p>

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<p>generating sales, business survival.</p> <p>1.2.2 Market research</p> <p>The purpose of market research:</p> <ul style="list-style-type: none">● to identify and understand customer needs● to identify gaps in the market● to reduce risk● to inform business decisions. <p>Methods of market research:</p> <ul style="list-style-type: none">● primary research: survey, questionnaire, focus group, observation● secondary research: internet, market reports, government reports. <p>The use of data in market research:</p> <ul style="list-style-type: none">● qualitative and quantitative data● the role of social media in collecting market research data● the importance of the reliability of market research data.			and the competitive environment		
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	<p>1.2.3 Market segmentation</p> <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none">● identifying market segments: location, demographics, lifestyle, income, age● market mapping to identify a gap in the market and the competition. <p>1.2.4 The competitive environment</p> <p>Understanding the competitive environment:</p> <ul style="list-style-type: none">● strengths and weaknesses of competitors based on: price, quality, location, product range and customer service● the impact of competition on business decision making.					
Year 10	1.3 Putting a business idea into practice	Aims and objectives	Evaluate how financial aims can	Understand the concepts of the	End of topic exam:	Understand how financial security

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<p>Half Term 3</p>	<p>1.3.1 Business aims and objectives</p> <p>What business aims and business objectives are. Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> • financial aims and objectives: survival, profit, sales, market share, financial security • non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses. <p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> • revenue • fixed and variable costs • total costs • profit and loss 	<p>Financial and non-financial</p> <p>Sales Profit Market share Financial security</p>	<p>support businesses to survive</p> <p>Calculating profit and loss</p>	<p>impact of changes in revenue and costs, break even, level of output, margin of safety, profit and loss.</p>	<p>Focus on profit/loss and break even calculations</p>	<p>impacts on businesses survival</p>
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	<ul style="list-style-type: none"> ● interest ● break even level of output ● margin of safety. <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> ● the impact of changes in revenue and costs ● break even level of output ● margin of safety ● profit and loss. 					
Year 10 Half Term 4	<p>1.3 Putting a business idea into practice</p> <p>1.3.3 Cash and cash-flow</p> <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> ● to pay suppliers, overheads and employees ● to prevent business failure (insolvency) ● the difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> ● cash inflows ● cash outflows 	<p>Cash Flow Suppliers Business Failure Overheads</p> <p>Cash-flow Flow-forecasts</p>	<p>Strategies to deal with risks. How to reduce risks. Being more independent.</p>	<p>Understand the importance of cash to a business and sources of finance for a start-up or established small business and business that is growing:</p>	<p>Mid Term: Scenario based questions on Risks and methods of business finance.</p>	<p>Planning for the Future.</p>

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	<ul style="list-style-type: none"> ● net cash flow ● opening and closing balances. <p>1.3.4 Sources of business finance</p> <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> ● short-term sources: overdraft and trade credit ● long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding. 	<p>Overdraft Personal savings capital</p>				
Year 10 Half Term 5	<p>1.4 Making the business effective</p> <p>1.4.1 The options for start-up and small businesses</p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> ● limited and unlimited liability ● the implications for the business owner(s) of limited and unlimited liability. 	<p>Marketing Liability Sole trader Business ownership</p>	<p>Putting forward opinions correctly. Analysing and evaluating business concepts in order to construct arguments, make judgements and make conclusions.</p>	<p>Understand the concept of limited liability, the types of business ownership for start-ups, The option of starting up and running a franchise operation and Factors influencing business location</p>	<p>Mid Term: Case Study approaches, focusing on factors influencing business location.</p>	<p>Evaluating how the demographics and geographic of a business can have a sustained impact on it's growth.</p>

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	<p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> ● sole trader, partnership, private limited company ● the advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> ● the advantages and disadvantages of franchising. <p>1.4.2 Business location</p> <p>Factors influencing business location:</p> <ul style="list-style-type: none"> ● proximity to: market, labour, materials and competitors ● nature of the business activity ● the impact of the internet on location decisions: e-commerce and/or fixed premises. <p>1.4.3 The marketing mix</p>	<p>Competitors Market</p> <p>Marketing Mix Price Promotion Production Place</p>				
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	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none">● price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none">● 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. <p>1.4.4 Business plans</p> <p>The role and importance of a business plan:</p> <ul style="list-style-type: none">● 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.					
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	<p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> the role and importance of a business plan in minimising risk and obtaining finance. 					
Year 10 Half Term 6	<p>1.5 Understanding external influences on business</p> <p>1.5.1 Business stakeholders</p> <p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> how stakeholders are affected by business activity how stakeholders impact business activity possible conflicts between stakeholder groups. <p>1.5.2 Technology and business</p>	<p>Stakeholders</p> <p>Shareholders</p> <p>External influences</p> <p>Employees</p> <p>Customers</p> <p>Managers</p> <p>Suppliers</p> <p>Technology</p> <p>E-commerce</p> <p>Social media</p> <p>Digital communication</p> <p>Payment systems</p>	<p>Adaptability – ability and willingness to cope with the uncertain, handling work stress, adapting to different personalities, communication styles and cultures, and physical adaptability to various indoor and outdoor work environments.</p> <ul style="list-style-type: none"> Self-management and self-development – ability to work remotely in virtual teams, work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and 	<p>Understand who business stakeholders are and their different objectives, different types of technology used by business, purpose of legislation, the impact of the economic climate on businesses and the importance of external influences on business. Types of business ownership.</p>	<p>End of topic exam: Focus on external and internal influences on businesses and how these influences impact on business development</p>	<p>Explanations of how stakeholders, shareholders and society shape business aims and objectives</p>

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	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"> ● e-commerce ● social media ● digital communication ● payment systems. <p>How technology influences business activity in terms of: ●</p> <ul style="list-style-type: none"> ● sales ● costs ● marketing mix <p>1.5.3 Legislation and business</p> <p>The purpose of legislation:</p> <ul style="list-style-type: none"> ● principles of consumer law: quality and consumer rights ● principles of employment law: recruitment, pay, discrimination and health and safety. The impact of legislation on businesses: ● cost ● consequences of meeting and not meeting these obligations. 	<p>Sales Costs Marketing mix</p> <p>Legislation Recruitment Discrimination Health</p> <p>Economy Unemployment Inflation Interest rates Taxation Exchange rates</p>	<p>skills related to work.</p>			
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	<p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none">● unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. <p>1.5.5 External influences</p> <p>The importance of external influences on business:</p> <ul style="list-style-type: none">● possible responses by the business to changes in: technology, legislation, the economic climate.	<p>External influences Technology Legislation Economic climate</p>				
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Year group	Topic <i>Put in the order you will be studying them</i>	Key Words	Key Skills	Knowledge	Assessments	Cultural Capital
Year 11 Half term 1	<p>Topic 2.1 Growing the business</p> <p>2.1.1 Business growth</p> <p>Methods of business growth and their impact:</p> <ul style="list-style-type: none"> • 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) <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> • internal sources: retained profit, selling assets • external sources: loan capital, share capital, including stock market flotation (public limited companies). <p>2.1.2 Changes in business aims and objectives</p>	<p><i>Business growth</i> <i>Internal growth</i> <i>External growth</i> <i>Loan capital</i> <i>Share capital</i> <i>Profit</i> <i>PLC</i> <i>Marketing mix</i> <i>Business ownership</i></p>	<p><i>Group work, communication, overcoming setbacks, using appropriate vocabulary</i></p>	<p>Understand Methods of business growth and their impact, why business aims and objectives change as businesses evolve, the impact of globalisation on businesses and the impact of ethical and environmental considerations on businesses</p>	<p><i>End of Topic Exam: Past Paper</i></p>	<p><i>The impact financial capital has on Business survival</i></p>

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	<p>Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none">● 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 <p>2.1.3 Business and globalisation</p> <p>The impact of globalisation on businesses:</p> <ul style="list-style-type: none">● imports: competition from overseas, buying from overseas● exports: selling to overseas markets● changing business locations● multinationals. Barriers to international trade:● tariffs● trade blocs. How businesses compete internationally:● the use of the internet and e-commerce					
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	<ul style="list-style-type: none"> changing the marketing mix to compete internationally. <p>2.1.4 Ethics, the environment and business</p> <p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> how ethical considerations influence business activity: possible trade-offs between ethics and profit how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit the potential impact of pressure group activity on the marketing mix. 					
<p>Year 11 Half term 2</p>	<p>Topic 2.2 Making marketing decisions</p> <p>2.2.1 Product</p> <p>The design mix:</p> <ul style="list-style-type: none"> function, aesthetics, cost. The product life cycle: the phases of the product life cycle 	<p>Marketing mix</p> <p>Product</p> <p>Price</p> <p>Promotion</p> <p>Place</p> <p>Product life cycle</p>	<p>Awareness of types of promotion and how the marketing mix impacts on the growth of the business</p>	<p>Understand the design mix, price, promotion and place when looking at marketing. Demographic s and geographics of business context.</p>	<p>Case study mid term: Focus on how businesses use the marketing mix to create a competitive advantage</p>	<p>Cultural understanding, Understanding of the geographic and demographics of business functions to create appropriate strategies to engage the customer base</p>

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<ul style="list-style-type: none">● extension strategies. The importance to a business of differentiating a product/ service. <p>2.2.2 Price</p> <p>Price:</p> <ul style="list-style-type: none">● pricing strategies● influences on pricing strategies: technology, competition, market segments, product life cycle. <p>2.2.3 Promotion</p> <p>Promotion:</p> <ul style="list-style-type: none">● 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, e-newsletters. <p>2.2.4 Place</p> <p>Place:</p> <ul style="list-style-type: none">● methods of distribution: retailers and e-tailers (e-commerce).					
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	<p>2.2.5 Using the marketing mix to make business decisions</p> <p>How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive advantage.</p>					
<p>Year 11 Half term 3</p>	<p>Topic 2.3 Making operational decisions</p> <p>2.3.1 Business operations</p> <p>The purpose of business operations:</p> <ul style="list-style-type: none"> to produce goods to provide services. <p>Production processes:</p> <ul style="list-style-type: none"> different types: job, batch, flow <p>2.3.2 Working with suppliers</p> <p>Managing stock:</p> <ul style="list-style-type: none"> interpretation of bar gate stock graphs the use of just in time (JIT) stock control. The role of procurement: <ul style="list-style-type: none"> relationships with suppliers: quality, delivery 	<p>Business Services Technology Productivity Quality Delivery Stock control Suppliers Customer service</p>	<p>To understand the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices. Understanding of the impacts of technology on production:</p> <ul style="list-style-type: none"> balancing cost, productivity, quality and flexibility. 	<p>Understand the purpose of business operations, managing stock, concept of quality and its importance in and the sales process</p>	<p>End of topic exam: Past paper</p>	<p>Understanding of how operational decisions impact on the customer loyalty and demand</p>

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	<p>(cost, speed, reliability), availability, cost, trust • the impact of logistics and supply decisions on: costs, reputation, customer satisfaction.</p> <p>2.3.3 Managing quality</p> <p>The concept of quality and its importance in:</p> <ul style="list-style-type: none"> • 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. <p>2.3.4 The sales process</p> <p>The sales process:</p> <ul style="list-style-type: none"> • product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. <p>The importance to businesses of providing good customer service</p>					
<p>Year 11 Half term 4</p>	<p>Topic 2.4 Making financial decisions</p> <p>2.4.1 Business calculations</p> <p>The concept and calculation of:</p>	<p>Profit Loss Business calculations Financial data Marketing data</p>	<p>Understanding business performance and how to calculate profit and loss to</p>	<p>The concept and use of calculation in a business. The use and interpretation of quantitative</p>	<p>Mid term scenario based questions on making financial decisions.</p>	<p>Making informed and factual decisions based on business performance and financial availability</p>

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	<ul style="list-style-type: none"> ● gross profit ● net profit calculation and interpretation of: ● gross profit margin ● net profit margin ● average rate of return. <p>2.4.2 Understanding business performance</p> <p>The use and interpretation of quantitative business data to support, inform and justify business decisions:</p> <ul style="list-style-type: none"> ● 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. 		support business performance	business data to support, inform and justify business decisions		
Year 11 Half term 5	<p>Topic 2.5 Making human resource decisions</p> <p>2.5.1 Organisational structures</p> <p>Different organisational structures and when each are appropriate:</p> <ul style="list-style-type: none"> ● hierarchical and flat 	<p>Organisational structure</p> <p>Hierarchical structure</p> <p>Flat structure</p> <p>Centralised</p> <p>Decentralised</p> <p>Motivation</p> <p>Job roles</p> <p>Recruitment</p>	Understanding and evaluating how organisational structures work and how to motivate employees to make decisions and provide them with autonomy.	The concept of Organisational structures, different job roles and responsibilities and how businesses train and develop	End of term exam: Past Paper	<p>How recruitment impacts on society and the economy.</p> <p>Forming and maintaining respectful relationships</p>

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	<ul style="list-style-type: none"> ● centralised and decentralised. <p>The importance of effective communication:</p> <ul style="list-style-type: none"> ● 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. <p>2.5.2 Effective recruitment</p> <p>Different job roles and responsibilities:</p> <ul style="list-style-type: none"> ● key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. <p>How businesses recruit people:</p> <ul style="list-style-type: none"> ● documents: person specification and job description, application form, CV ● recruitment methods used to meet different business needs 	<p>Contracts Human Resources Training Motivation Retention Retraining Technology Employees Financial methods</p>	<p>Understand how business effectively train employees and keep them motivated to maximise productivity.</p>	<p>employees. Human resources and CPD considerations.</p>		
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<p>(internal and external recruitment).</p> <p>Topic 2.5 Making human resource decisions</p> <p>2.5.3 Effective training and development</p> <p>How businesses train and develop employees:</p> <ul style="list-style-type: none">• 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. <p>2.5.4 Motivation</p> <p>The importance of motivation in the workplace:</p> <ul style="list-style-type: none">• attracting employees, retaining employees, productivity. <p>How businesses motivate employees:</p> <ul style="list-style-type: none">• financial methods: remuneration, bonus,					
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	commission, promotion, fringe benefits ● non-financial methods: job rotation, job enrichment, autonomy.					
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