

Intent

Curriculum Statement:

The business studies curriculum is knowledge rich and is designed to develop well-rounded student characteristics, ensuring our young people are equipped for the world of work. The intent is for all students to become highly informed through the teaching of in-depth developed knowledge and skilled in the world of business, this includes students developing an economic awareness of business and building entrepreneurs of the future.

The business studies department promises to ensure no door will be closed to students, we cater for all needs and abilities by teaching GCSE and BTEC qualifications. We want all of our students to have a life full of choice. We will inspire future business entrepreneurs, ensuring that we empower and equip students to share a passion for business studies learning, enabling future dreams and ambitions to be fulfilled.

Our goal is for students to leave our department well prepared for the next stage of their educational/work journey, by developing student’s business knowledge, building key employability skills and developing collaborative partnerships.

**Big Ideas:**

- Gross and net profit, margins, breakeven, %, cashflow, costs.
- Liquidity
- Economic influences
- PESTLE

Implementation

Year 12- Content		Assessments		CEIAG	Personal Development
		Topics	Assessment type		
Term 1	<ul style="list-style-type: none"> <li>• Theme 1: Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Markets and Marketing</li> <li>• Marketing Positioning</li> <li>• Demand and supply</li> <li>• Markets</li> <li>• Pricing elastic of demand</li> <li>• Income elasticity</li> <li>• Branding and promotion</li> <li>• Pricing strategies</li> <li>• Distribution</li> <li>• Marketing Strategies</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• <b>Summative end of term assessment</b> focusing on the marketing position of a company along with analysing and evaluating the</li> </ul>	<ul style="list-style-type: none"> <li>• 979,000 employees work in the sales and marketing sector</li> <li>• Business corporate marketing strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Develops knowledge of the characteristics of mass and niche markets</li> <li>• Develops student knowledge of how companies identify customer needs through effective research methods</li> <li>• Develops knowledge of how markets are changing in markets environments</li> <li>• Develops knowledge of why markets have changed</li> <li>• Commercial awareness of marketing strategies a company needs to adopt to stay ahead of the competition e.g. price, branding</li> <li>• Develops student knowledge of how businesses apply the marketing mix focusing on key strategies for success to include product life cycle, extension strategies, product portfolio, price, promotion and distribution (place)</li> </ul>

			<p>effectiveness of marketing strategies and how and why markets have changed</p>		<ul style="list-style-type: none"> <li>• Develops critical thinking skills in analysing the markets</li> </ul>
<p>Term 2</p>	<ul style="list-style-type: none"> <li>• Theme 1: People</li> </ul>	<ul style="list-style-type: none"> <li>• Approach to staffing</li> <li>• Recruitment and selection</li> <li>• Organisation design</li> <li>• Motivation in theory and practice</li> <li>• Leadership</li> <li>• Role of an entrepreneur, motives and characteristics</li> <li>• Business objectives and choices</li> <li>• Moving from entrepreneur to leader</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• <b>Summative end of term assessment</b> focusing on how organisational manage and motivate their staff, effective recruitment and selection methods along with analysing and evaluate the role of an entrepreneur and leadership styles</li> </ul>	<ul style="list-style-type: none"> <li>• 5.6 million people work in Human Resources and recruitment</li> <li>• Recruitment consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Develops planning and organisational skills</li> <li>• Develops understanding of what businesses need when recruiting and selecting employees</li> <li>• Develops knowledge of management skills and motivational methods in managing and incentivising staff effectively</li> <li>• Develops awareness of leadership styles and characteristics</li> <li>• Develops awareness of entrepreneurial motives and characteristics</li> <li>• Objective setting for survival and profit maximisation</li> <li>• Increase awareness of the difference between entrepreneur and leading</li> </ul>
<p>Term 3</p>	<p>Theme 2: Managing Business Activities</p>	<ul style="list-style-type: none"> <li>• Internal and external finance</li> <li>• Liability</li> <li>• Planning</li> <li>• Sales forecasting</li> <li>• Sales, revenue, and costs</li> <li>• Break-even</li> <li>• Budgets</li> <li>• Profit and liquidity</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• <b>Summative end of term assessment</b> focusing on financial calculations along with analysing and evaluating how a business could measure and improve its</li> </ul>	<ul style="list-style-type: none"> <li>• Over 840,000 people work in the UK accountancy industry</li> <li>• Develops financial acumen and equips students for working in finance or the financial industry or setting up and running their own business</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making skills</li> <li>• Develops financial acumen, prepares students for the world of work</li> <li>• Increase awareness of the effects of selecting the right source of internal and external source of finance</li> <li>• Develops knowledge of the implications of limited and unlimited liability</li> <li>• Develops financial planning and organisational skills</li> <li>• Develops financial management skills</li> </ul>



			<p>profitability and liquidity using ratio analysis</p>		
<p>Term 4</p>	<p>Theme 2: Managing Business Activities</p>	<ul style="list-style-type: none"> <li>• Business failure</li> <li>• Production, productivity and efficiency</li> <li>• Capacity initialization</li> <li>• Stock control</li> <li>• Quality management</li> <li>• <b>Economic influences</b></li> <li>• Legislation</li> <li>• Competitive environment</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• Summative end of term assessment focusing on some of last terms financial calculations, income statements along with analysing and evaluating how a business could measure and improve its overall production process, efficiency, utilisation of resources and sustainability with the legal and competitive environment. It will also include knowledge recall from last terms topic of planning and analysing profitability and liquidity</li> </ul>	<ul style="list-style-type: none"> <li>• Over 840,000 people work in the UK accountancy industry</li> <li>• Develops financial acumen and emphasises the importance of productivity, utilisation and quality management in a changing competitive environment that is governed by legislation</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Develops business planning and organisational skills</li> <li>• Develops knowledge of methods and factors that influence production and efficiency</li> <li>• Develops knowledge of how effective an efficient stock control method is to a company and the implications of poor stock control</li> <li>• Develops knowledge of TQM and Kaizen quality management methods</li> <li>• Increase awareness of the effects on businesses of changes in economic external influences</li> <li>• Increase awareness of consumer, employee, and environment protection, competition policy and health and safety</li> <li>• Develops in-depth knowledge of competition environment and market size</li> </ul>
<p>Term 5</p>	<p>Theme 3 Business decisions and strategy</p>	<ul style="list-style-type: none"> <li>• Corporate objectives and theories of corporate strategy</li> <li>• Internal and external influences</li> <li>• Growth, mergers, takeovers and organic growth</li> <li>• Reasons for staying small</li> <li>• <b>PESTLE</b></li> <li>• <b>Profit, break-even</b></li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> </ul>	<ul style="list-style-type: none"> <li>• Over 840,000 people work in the UK accountancy industry</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Students will develop awareness of how companies develop their corporate objectives from mission statements/corporate aims</li> <li>• Develops knowledge of the development of corporate strategies and the effect of strategic and tactical decisions on human, physical and financial resources</li> <li>• Increase awareness of the impact on both internal and external influences reference to a SWOT and PESTLE and</li> </ul>



			<ul style="list-style-type: none"> <li>Summative end of term assessment focusing on corporate objectives and how and why the changeover time, analysing and evaluating the influences of a growing businesses. It will also include knowledge recall from previous terms production process and efficiency</li> </ul>		<p>Porters' Five Forces within a changing competitive environment</p> <ul style="list-style-type: none"> <li>Develops knowledge of why mergers and takeovers take place and the impact e.g. risks and rewards</li> <li>Distinction between inorganic and organic growth strategies</li> <li>Develops awareness of the benefits companies gain if they remain small</li> </ul>
<p>Term 6</p>	<p>Theme 1 and 2 recap: Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.</p>				



Year 13- Content		Assessments		CEIAG	Personal Development
		Topics	Assessment type		
Term 1	Teacher 1 Theme 3 Business decisions and strategy	<ul style="list-style-type: none"> <li>Quantitative sales forecasting</li> <li>Investment appraisal</li> <li>Decision trees and critical path analysis</li> <li>Corporate influences</li> <li>Corporate culture</li> <li>Share holder versus stakeholders</li> <li>Ethics</li> </ul>	<ul style="list-style-type: none"> <li>On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li><b>Summative end of term assessment</b> focusing on planning and financial forecasting, using time serious analysis to help inform key decisions and strategy. It will also include knowledge recall from previous terms internal and external influences that helps to shape and direct company strategy in an ethical environment</li> </ul>	<ul style="list-style-type: none"> <li>Over 840,000 people work in the UK accountancy industry</li> </ul>	<ul style="list-style-type: none"> <li>Develops decision making and analytical skills</li> <li>Students develop calculative and time serious analysis skills</li> <li>Develop students understanding of the limitations using calculative and time serious analysis skills</li> <li>Students develop their awareness of the effects of corporate timescales when making key decisions e.g. short- termism versus long-termism</li> <li>Develops understanding and clarification of company culture, how corporate culture is formed and the difficulties in changing a culture</li> <li>Understanding the effects of stakeholders versus shareholders</li> <li>Develops awareness of strategic decisions e.g. trade-offs between profit and ethics, pay and rewards and corporate responsibilities</li> </ul>
	Teacher 2: Theme 4 Global Business	<ul style="list-style-type: none"> <li>Growing economies</li> <li>Internal trade and business growth</li> <li>Factors contributing to increased globalisation</li> <li>Protectionism and Trading Blocs</li> <li>Conditions the prompt trade</li> </ul>	<ul style="list-style-type: none"> <li>On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>Summative end of term assessment focusing on economic growth in a changing</li> </ul>		<ul style="list-style-type: none"> <li>Develops decision making and analytical skills</li> <li>Develops understanding of growth rates of the UK economy compared to emerging markets</li> <li>Understand the growth of economic power of countries within Asia, Africa and other parts of the world</li> <li>Develops understanding of the implications of economic growth for individuals and businesses</li> <li>Understanding international import and export trading of products, link between specialisation and competition advantage</li> <li>Understand how FDI links to business growth</li> <li>Understanding what globalisation is and the factors that influence increased globalisation</li> </ul>

			<p>world and factors that contribute to increased globalisation along with analysing and evaluating conditions of trade within trading blocs. It will also include knowledge recall from all theme 1, 2 and 3</p>		<ul style="list-style-type: none"> <li>• Increase awareness of how protectionism can affect a global organisation trading effectively e.g. tariffs, import quotas, government legislation and domestic subsidies</li> <li>• Understand the expansion of trading blocs such as the EU and the single market, ASEAN and NAFTA and the impact on businesses of trading blocs</li> <li>• Increase awareness of push and pull factors that prompt trade</li> <li>• Increase awareness of off-shoring and out-sourcing and extending the product lifecycle to prompt trade</li> </ul>
	<p>Teacher 1: Theme 3 Business decisions and strategy</p>	<ul style="list-style-type: none"> <li>• Corporate objectives and theories of corporate strategy</li> <li>• Internal and external influences</li> <li>• Growth, mergers, takeovers and organic growth</li> <li>• Reasons for staying small</li> <li>• Sales, revenue, and costs</li> <li>• Break-even</li> <li>• Profit and liquidity</li> <li>• Economic influences</li> <li>• PESTLE</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• Summative end of term assessment focusing on corporate objectives and how and why the changeover time, analysing and evaluating the influences of a growing businesses. It will also include knowledge recall from previous terms production process and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Over 840,000 people work in the UK accountancy industry</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Students will develop awareness of how companies develop their corporate objectives from mission statements/corporate aims</li> <li>• Develops knowledge of the development of corporate strategies and the effect of strategic and tactical decisions on human, physical and financial resources</li> <li>• Increase awareness of the impact on both internal and external influences reference to a SWOT and PESTLE and Porters' Five Forces within a changing competitive environment</li> <li>• Develops knowledge of why mergers and takeovers take place and the impact e.g. risks and rewards</li> <li>• Distinction between inorganic and organic growth strategies</li> <li>• Develops awareness of the benefits companies gain if they remain small</li> </ul>
	<p>Teacher 2:: Theme 3 Business decisions and strategy</p>	<ul style="list-style-type: none"> <li>• Assessment of a country as a market and production location</li> <li>• Reasons for global mergers and joint ventures</li> <li>• Global competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check</li> </ul>		<ul style="list-style-type: none"> <li>• Develops knowledge of how to assess a country before investing e.g. levels of growth, disposable income, ease of doing business, infrastructure, political stability exchange rates etc</li> <li>• Understand factors to consider when assessing a country as a production location e.g. cost, language, skills and labour force, infrastructure, legislation, RO1</li> </ul>



		<ul style="list-style-type: none"> <li>• Marketing and niche markets</li> <li>• Culture/Social factors</li> <li>• The impact and ethics of MNCs</li> <li>• Controlling MNC's</li> <li>• <b>PESTLE</b></li> </ul>	<p>key knowledge and understanding</p> <ul style="list-style-type: none"> <li>• <b>Summative end of term assessment</b> focusing on assessment of suitable countries to trade with and locate along with analysing and evaluating how a business would have to adapt to fit with a countries culture and legislation. Assessment will also cover analysis and evaluation of why MNC's need to be controlled from an ethical stance. It will also include knowledge recall from all theme 1, 2 and 3</li> </ul>		<ul style="list-style-type: none"> <li>• Understand the reasons for global and joint ventures e.g. spreading the risk, entering new markets, acquiring international brand, securing resources and maintaining global competitiveness</li> <li>• Understanding global marketing strategies through applying and adapting the marketing mix and Ansoff Matrix to global markets including niche markets</li> <li>• Increase awareness of cultural and social factors include culture, language, differing tastes, inappropriate branding</li> <li>• Develops knowledge of what the impact is on MNC's on the local economy e.g. wages, labour, working conditions, etc</li> <li>• Develops knowledge of what the impact is on MNC's on the foreign economy e.g. foreign direct investment, balance of payments, technology, consumers, business culture, tax revenue and transfer pricing</li> <li>• Increase awareness of what ethical in terms of stakeholder conflicts, supply chain and marketing considerations</li> <li>• Understand the factors of how MNC's are controlled e.g, political influence, legal control, pressure groups, and social media</li> <li>•</li> </ul>
	<p><b><u>Teacher 1: Theme 3 Business decisions and strategy</u></b></p>	<p>Business decisions and strategy</p> <ul style="list-style-type: none"> <li>• Financial statements and ratios</li> <li>• Human resources</li> <li>• Cause and effects and key factors of change</li> <li>• Scenario planning</li> <li>• <b>Sales, revenue, and costs</b></li> <li>• <b>Break-even</b></li> <li>• <b>Profit and liquidity</b></li> <li>• <b>Economic influences</b></li> <li>• <b>PESTLE</b></li> </ul>	<ul style="list-style-type: none"> <li>• On-going in class <b>formative assessment</b> using quizzes and lesson exit tickets Q and A, research and individual and group presentations to check key knowledge and understanding</li> <li>• <b>Summative end of term assessment</b> focusing on financial calculations along with analysing and evaluating cause and affect of change. It will also include knowledge recall from</li> </ul>	<ul style="list-style-type: none"> <li>• Over 840,000 people work in the UK accountancy industry</li> </ul>	<ul style="list-style-type: none"> <li>• Develops decision making and analytical skills</li> <li>• Students will be able to interpret and analyse a comprehensive profit and loss account and balance sheet and state the financial position of a company and relevant to stakeholder interest</li> <li>• Students develop calculative methods to inform business decisions relative to labour productivity, turnover, and absenteeism</li> <li>• Develops financial and empowerment strategies to increase productivity</li> <li>• Develop the knowledge of key factors in change e.g. culture, size, time/speed and resistance to change</li> <li>• Develops knowledge of risk through risk assessment and planning for risk mitigation</li> </ul>



	<p><b>Teacher 2: Theme 4 Global Business</b></p>	<ul style="list-style-type: none"> <li>• The impact and ethics of MNCs</li> <li>• Controlling MNC's</li> <li>• Preparation for the unit 4 pre-release</li> <li>• <b>PESTLE</b></li> </ul>	<p>last terms topic of corporate influences</p>		<ul style="list-style-type: none"> <li>• Increase awareness of what ethical in terms of stakeholder conflicts, supply chain and marketing considerations</li> <li>• Understand the factors of how MNC's are controlled e,g, political influence, legal control, pressure groups, and social media</li> </ul>
<p>Term 4/5</p>	<p><b>Term 4 and 5</b> : Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching</p>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>