Quality of Education - Curriculum



Business Studies Curriculum Road Story 2023-24 Key stage 4

Business in the real world

Business ownership

Purpose and nature of a

business

Aims and objectives

Stakeholders

 Business location, planning and expansion

Human resources

- Organisational structures
- Recruitment and selection
- Motivation of employees
- Training
- Competitive environment

Finance: Basic financial terms and calculations

- Sources of finance
- Gross and net profit
- Profit margins
- %
- Costs
- Cash flow

Breakeven

Year

10

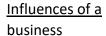
Marketing

- Identifying and understanding marketing
- Segmentation
- The purpose and methods of market research
- Elements of the marketing mix
- Using the marketing mix product and pricing
- Promotion and distribution

Business Operations

- Production Processes
- Role of procurement
- · The concept of quality
- Customer service





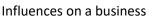
 External influences (PESTLE) teaching from A-Level spec

Technology

Ethical and

environmental





Technology

Ethical and environmental

- Economic climate
- Globalisation
- Legislation
- Competitive environment
- External influences
 (PESTLE) teaching from
 A-Level spec

Recap of Basic financial terms and calculations

- Gross and net profit
- Profit margins
- % and costs
- Cash flow
- Ways of measuring and

improving profitability at both gross and net profit

level

Breakeven

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- Income statements
- Balance sheets
- ARR
- Assessing a business performance

Year

11

Big Ideas:

- Gross and net profit, margins, breakeven,%, cashflow, costs.
- Business ownership ,aims ,objectives and stakeholders.
- Technology, ethical and environmental considerations.



Term 4 and 5 : Revision knowledge re-cap depending on formative assessment needs of each group, this will be identified by each subject teacher through diagnostic teaching.

