



# Business Studies- Curriculum Overview

## Year 10

Half Term:	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics:	<b>Business 1: business activity, marketing and people (J204/01)</b> Induction project – Business ethics (Linked to Unit 6) Marketing project (linked to unit 3) 1.1 The role of business enterprise and entrepreneurship 1.2 Business planning 5.3 Revenue, costs, profit and loss	1.3 Business ownership 1.4 Business aims and objectives 1.5 Stakeholders in the business 1.6 Business Growth	2.2 Market research 2.3 Market segmentation 2.4 Marketing Mix 3.1 The role of human resources 3.2 Organisational Structures and different ways of working 3.4 Recruitment and selection 3.3 Communication in Business 3.5 Motivation and Retention	3.5 Motivation and Retention 3.6 Training & Development 3.7 Employment Law Revision	<b>Business 1: business activity, marketing and people (J204/01)</b>  Unit 4 – Operations 4.1 Production Process 4.2 Quality of goods and services 4.3 The sales Process and customer service 4.4 consumer Law	<b>Business 2: Operations, finance and influences on business (J204/02)</b> 4.5 Business Location 4.6 Working with supplier  <u>Paper 1 Revision - business activity, marketing and people (J204/01)</u> Unit 1 Business Activity Unit 2 Marketing Unit 3 People
Assessment & End Points:	<b>STAR Marking</b> AP1 Assessments Induction Assessment Unit 1 Assessment Business Activity	<b>STAR Marking</b> A2 – Assessments Topics assessed from Unit 1 Business Activity	<b>STAR Marking</b> AP3 Assessment Topics assessment from Unit 2 Marketing	<b>STAR Marking</b> AP4 Assessment Topics assessment from Unit 2 and 3	<b>STAR Marking</b> AP5 Assessment Unit 3 & People	<b>STAR Marking</b> AP6 Assessment Paper 1 Formal Mock Exam 90min 80 marks Unit 1 Business Activity, Unit 2 Marketing Unit 3 People



# Business Studies- Curriculum Overview

## Year 11

Half Term:	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics:	<b>Business 2: Operations, finance and influences on business (J204/02)</b> 5.1 The role of the finance function 5.2 Sources of finance 5.3 Revenue, cost, profit and loss 5.4 Break - Even 5.5 Cash & Cash flow	<b>Business 2: Operations, finance and influences on business (J204/02)</b> 6.1 Ethical and environmental considerations 6.2 The economic Climate 6.3 Globalisation Unit 7 - Interdependence nature of Business MOCKS Re-cap Mocks topics Paper 1 Business activity, Marketing and people	<b>Business 2: Operations, finance and influences on business (J204/02)</b> Cont.....6.1 Ethical and environmental considerations 6.2 The economic Climate 6.3 Globalisation Unit 7 - Interdependence nature of Business Revision topics for Business Paper 2 - Operations, finance and influences on business (J204/02)	Revision Paper 1& 2  Business Paper 1: business activity, marketing and people (J204/01)  Business Paper 2: Operations, finance and influences on business (J204/02)	Revision Paper 1& 2  Business Paper 1: business activity, marketing and people (J204/01)  Business Paper 2: Operations, finance and influences on business (J204/02)	Summer Exams
Assessment & End Points:	<b>STAR Marking</b> AP1assessment Unit 5 – Finance	<b>STAR Marking</b> AP2 Assessment Mock Exam Paper 1 Unit 1 – Business Activity Unit 2 – Marketing Unit 3 – people	<b>STAR Marking</b> AP3 – Mock Paper 2 Unit 4 – Operations Unit 5 Finance Unit 6 – Influences on Business	<b>STAR Marking</b> AP4 – Assessment mixed – All units	Paper 1 & 2 Revision	Summer Exams



# Business Studies- Curriculum Overview

## Year 12

Half Term:	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics:	Theme 1 1.1.1 The market 1.1.2 Market research 1.1.3 Market positioning 1.3.1 Product/service design  2.1.1 Internal finance 2.1.2 External finance 2.1.3 Liability 2.1.4 Planning 2.2.1 Sales forecasting 2.2.2 Sales, revenue and costs 2.2.3 Break-even 2.5.1 Economic influences	1.3.2 Branding and promotion 1.3.3 Pricing strategies 1.3.4 Distribution  2.2.3 Break-even 2.2.4 Budgets 2.3.1 Profit 2.3.2 Liquidity 2.4.2 Capacity utilisation	1.3.5 Marketing strategy 1.4.1 Approaches to staffing 1.4.2 Recruitment, selection and training  2.3.3 Business failure 1.2.1 Demand 1.2.2 Supply 1.2.3 Markets 1.2.4 Price elasticity of demand 2.5.3 The competitive environment	1.4.3 Organisational design 1.2.4 Price elasticity of demand 1.2.5 Price elasticity of Supply 2.4.1 Production, productivity and efficiency Recap Demand/supply & PED/YED  1.4.4 Motivation in theory and practice 1.4.5 Leadership 1.5.1 Role of an entrepreneur 1.2.4 Price elasticity of demand 1.2.5 Price elasticity of Supply	1.5.1 Role of an entrepreneur 1.5.2 Entrepreneurial motives and characteristics 1.5.3 Business objectives 1.5.4 Forms of business  2.4.3 Stock control 2.4.4 Quality management 2.4.2 Capacity utilisation	1.5.5 Business choices 1.5.6 Moving from entrepreneur to leader Theme 1 Revision Theme 2 Revision Exam Technique
Assessment & End Points:	STAR Marking AP1 Assessment Theme 1 - Marketing & People Theme 2 – Managing Business Activities	STAR Marking AP2 Assessment Theme 1 – Marketing and people Theme 2 – Managing Business Activities	STAR marking AP3 Assessment Theme 1 – Marketing and people Theme 2 – Managing Business Activities	Star Marking AP4 Assessment Theme 1 – Marketing and people Theme 2 – Managing Business Activities	STAR Marking AP5 Assessment Theme 1 – Marketing and people Theme 2 – Managing Business Activities	AP6 & Star Marking Year 12 Mock Exam Theme 1 – Marketing and people Theme 2 – Managing Business Activities



# Business Studies- Curriculum Overview

Year 13

Half Term:	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics:	3.1.1 Corporate objectives 3.1.2 Theories of corporate strategy 3.2.3 SWOT analysis 3.2.4 External influences 3.2.1 Growth 3.2.2 Mergers and takeovers 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis	3.2.3 Organic growth 3.2.4 Reasons for staying small 3.5.3 Human resources 3.6.1 Causes and effects of change 3.6.2 Key factors in change 3.6.3 Scenario planning  3.3.1 Quantitative sales forecasting 3.3.2 Investment appraisal 3.3.3 Decision trees 3.3.4 Critical Path Analysis	3.4.1 Corporate influences 3.4.2 Corporate culture 3.4.3 Shareholders versus stakeholders 3.4.4 Business ethics Revision of 3.3.2 - and 3,3,3 end of oct half term 3.5.1 Interpretation of financial statements 4.1.4 Protectionism 4.1.5 Trading blocs	Pre-release Case Study 4.2.1 Conditions that prompt trade 4.2.2 Assessment of a country as a market 4.2.4 Reasons for global mergers or joint ventures 4.2.5 Global competitiveness	Theme 1 Revision Theme 2 Revision Pre-release Case Study  4.3.1 Marketing 4.3.2 Niche markets 4.3.3 Cultural/Social factors Revision 1.2.1 Demand/1.2.2 Supply/Market/1.2.4 PED/1.2.5 YED Theme 3 Revision & Exam Technique	Summer exams
Assessment & End Points:	STAR Marking AP1 Assessment will be UCAS MOCK Assessment (Paper 1 & Paper 2) Theme 1 Marketing & People Theme 2 Managing Business Activities  Other Assessment Theme 3 Business Decision & Strategy	STAR Marking AP2 Assessment Theme 3 Business Decision & Strategy	STAR Marking AP4 Assessment Spring Mock Paper 1 & 2 Theme 1 Marketing & People Theme 2 Managing Business Activities Theme 3 Business Decision & Strategy	STAR and Assessment Pre-release – assessment based on case study pre-release. (TBC) Theme 3 Business Decision & Strategy Theme 4 Global Business	AP5 Pre-release Paper 3 Practice Theme 4 Global Business Advanced Topic Assessment	Summer exams