





BUSINESS STUDIES

Long Term Plan

Business Studies is offered as an option subject at Key Stage 4.

Year 9 (terms 1 to 5)

Students are introduced to business studies through the teaching of some basic knowledge, e.g. types of business, local and national factors. This is done using two BTEC assessments that we use to use in school. This gives the students a creative introduction into business studies to generate their enthusiasm for the subject whilst also laying a foundation for the GCSE course as the students develop a basic knowledge and understanding of the subject.

Year 9 (term 6), 10 and 11

Students' study for the Edexcel GCSE Business Studies (9-1). The course offers an overview of small businesses in the first half and then builds on this knowledge in the second half to look at how and why businesses grow and the individual departments that can be found in a business.

Year 9 Term 1 to 5

Introduction to business

In year 9 we will follow the BTEC level 2 business course where the students will learn what a business is and what makes a successful one. The students will then be lead though a series of activities which will culminate in the production of a business plan, for a business idea that they have come up with, usually in an area of interest to them outside of school; examples previously are games shop, tack shops, diners, leisure centre.

Year 9 Term 6

Theme 1.1 enterprise and entrepreneurship

Students are introduced to the concept that the business environment is dynamic and that businesses must adapt in order to survive. This is developed further with the topic of risks and rewards in running a business. Students apply this to a case study on an individual entrepreneur when investigating why they started their business and their successes and failures.

Year 10 Terms 1 to 6

Theme 1.2 spotting a business opportunity

Students build on prior knowledge by learning about customer needs, market research, segmentation and the competitive environment. They are able to apply earlier learning about risks, rewards and the purpose of business to understand how and why businesses meet customer needs, why an entrepreneur needs to conduct market research and the impact of the competition.

Theme 1.3 putting a business idea into practice



In this topic area students are learning new business skills, and building on their numeracy skills. Following the path of an entrepreneur, starting a business, this topic looks at the aims that an entrepreneur might set for their business and develops a knowledge and understanding of aspects of finance that a business owner would need to understand and use. Students develop analytical skills in order to explain the impact of changes in costs and revenue and justify whether an option is most appropriate for a business situation.

Theme 1.4 making a business effective

Building on the idea that an entrepreneur would develop their business idea and conduct research into the current market, this topic looks at the decisions an entrepreneur would need to make in order to start their business. Students will learn about the various ownership options available and be able to critically justify a choice made as to which ownership is best. Students will also learn about the factors that affect a business's choice of location, how they decide on a marketing mix and what a business plan is and why it is important.

Theme 1.5 understanding external influences on a business

This topic area builds on the prior learning in all previous topics, by considering the impact that stakeholder groups and the external environment has on business activity. Students will learn about recent changes and the impact of technology, legislation and the economic climate, thus enabling them to understand more the influences on business activity, and also empowering them as consumers and future employees.

Theme 2.1 growing the business

Previously students will have learnt about starting and running a small business. From now on the topics focus on larger businesses and the specialist areas that can arise from a business growing. In the first topic, students learn the various ways in which businesses can grow and apply this to understand why some businesses operate as franchise or public limited companies rather than remaining private. They further develop and build on prior knowledge of business ownership, aims and sources of finance. In addition reasons for and the impact of globalisation will be studied; important in a changing and more global economy. Business ethics are also considered with students being able to develop an understanding of why some businesses will be more ethical in their operations than others.

Year 11

In year 11 the focus is on the individual functions within a business, as well as revision of previous topic areas by developing synoptic links.

Theme 2.2 Making marketing decisions

In this topic students will study the four key areas related to marketing of a product: the product, the price, promotion and distribution channels. Students will build on prior knowledge developed in year 9 and 10 to help them to understand these concepts, for example customer needs, break even and market research. Use of real-life examples will enable the students to apply their knowledge and deepen their understanding.



Theme 2.3 Making operational decisions

In this topic area students will link back to their prior knowledge about goods and services and the key purpose of business. In addition, the prior knowledge on customer needs, costs and break-even will enable students to understand operational decisions. Students will learn about different production methods, inventory management, quality assurance and the sales process. As a consumer this topic will facilitate an understanding of how and why goods are manufactured in the way they are and consequently the marketing decisions that arise from this.

Theme 2.4 Making financial decisions

This topic builds on a topic taught in year 9 and interleaves the operational and marketing decisions. Students will use their numerical skills to calculate profitability ratios as well as interpreting a range of quantitative business data.

Theme 2.5 Making human resource decisions

The final topic area, may be the most interesting and relevant to all students as they prepare to possibly enter the work of work after GCSE exams. In this topic are students will learn about how businesses are organised into structures, the communication methods used by businesses and different working methods. They will then be able to make more valid judgements about employment contracts. Students also learn about effective recruitment, training and ways in which employees are motivated. This should enable them to understand better they financial and non-financial rewards offered as well as understanding how to apply for future employment.



Curriculum Map

Year 9	Year 10	Year 11
Introduction to Business <ul style="list-style-type: none">BTEC ASSESSMENT 1BTEC ASSESSMENT 2 Edexcel GCSE 9 - 1 1.1 Enterprise and entrepreneurship <ul style="list-style-type: none">Dynamic nature of businessRisk and rewardRole of business enterprise	1.2 Spotting a business opportunity <ul style="list-style-type: none">Customer needsMarket researchMarket segmentationThe competitive environment 1.3 Putting a business idea into practice <ul style="list-style-type: none">Aims and objectivesRevenues, costs and profitsCash and cash-flow forecastingSources of business finance 1.4 Making a business effective <ul style="list-style-type: none">Business ownershipBusiness locationMarketing mixBusiness plans 1.5 External influences <ul style="list-style-type: none">StakeholdersTechnology and businessLegislation and businessThe economy and business 2.1 Business Growth <ul style="list-style-type: none">Methods of business growthChanges in business aims and objectivesBusiness and globalisationEthics, the environment and business	2.2 Making Marketing decisions <ul style="list-style-type: none">ProductPricePromotionPlaceUsing the marketing mix to make business decisions 2.3 Making operational decisions <ul style="list-style-type: none">Business operationsWorking with suppliersManaging qualitySales process 2.4 Making financial decisions <ul style="list-style-type: none">Business calculationsUnderstanding business performance 2.5 Making HR decisions <ul style="list-style-type: none">Organisational structuresEffective recruitmentEffective training and developmentMotivation Quantitative and Qualitative data analysis Revision and exam preparation.