

Business Studies Curriculum plan

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p align="center">Content</p> <p>‘Enterprise and Entrepreneurship’, and ‘Spotting a business opportunity’. Topic 1.1 & 1.2</p> <p>The role of business enterprise and the purpose of business activity</p> <ul style="list-style-type: none"> ● produce goods or services ● meet customer needs ● add value: convenience, branding, quality, design, USP <p>Risk: business failure, financial loss, lack of security Reward: business success, profit, independence</p> <p>Why and how new businesses come about</p> <p>Identifying and understanding customer needs [price, quality, choice, convenience]</p> <p>The purpose, methods and use of market research</p> <ul style="list-style-type: none"> ● Primary and secondary ● Qualitative and quantitative. ● Use of social media. ● Good and bad points of market research <p>Market mapping to identify a gap in the market and the competition</p>	<p align="center">Content</p> <p>‘Making the business effective’, and continuing with ‘Spotting a business opportunity’. Topic 1.4 & 1.2</p> <p>How businesses use market segmentation to target customers based on location, demographics, lifestyle, income, age</p> <p>Understanding the competitive environment Strengths and weaknesses of competitors based on price, quality, location, product range and customer service</p> <p>Types of business ownership</p> <ul style="list-style-type: none"> ● Sole trader ● Partnership ● Private limited company <p>Good and bad points of each</p> <p>What is limited and unlimited liability?</p> <p>What is a franchise? Good and bad points of franchising</p> <p>What the marketing mix is and the importance of each element [Price, Place, Promotion and Product]</p> <p>Factors influencing business location</p> <ul style="list-style-type: none"> ● Market ● Labour ● Materials ● Competitors ● The internet ● Government policy 	<p align="center">Content</p> <p>‘Putting a business idea into practice’, and ‘Understanding external influences of a Business’. Topic 1.3 & 1.5</p> <p>Business revenues, fixed and variable costs and profits [including break even and margin of safety]</p> <p><u>Key 1.3 formula</u> Revenue = price x quantity sold Total costs = fixed costs + variable costs Profit = total revenue – total costs Gross Profit = revenue – cost of goods sold Net profit = Gross profit – expenses Interest % = (Total repayment – borrowed amount) ÷ borrowed amount X 100 Break-even = fixed costs ÷ selling price – variable costs Margin of Safety = Actual sales – break-even sales</p> <p>How technology impacts on business</p> <ul style="list-style-type: none"> ● E-commerce ● Social media ● Digital communication ● Payment systems <p>Who business stakeholders are and their different objectives?</p> <ul style="list-style-type: none"> ● Shareholders ● Employees ● Customers ● Suppliers ● Local community ● Pressure Groups ● Government 	<p align="center">Content</p> <p>Continuing with ‘Putting a business idea into practice’, and continuing with ‘Understanding external influences of a Business’. Topic 1.3 & 1.5</p> <p>The importance of cash & cash flow</p> <ul style="list-style-type: none"> ● To pay employees ● To pay overheads ● To prevent insolvency <p>Internal and external sources of finance</p> <p><u>Short term</u></p> <ul style="list-style-type: none"> ● Overdraft ● Trade credit <p><u>Long term</u></p> <ul style="list-style-type: none"> ● Personal savings ● Venture capital ● Share capital ● Loans ● Retained profit ● Crowdfunding <p>The impact of the economic climate on businesses</p> <ul style="list-style-type: none"> ● Unemployment ● Changing income ● Inflation ● Changes in exchange rates ● Changes in interest rates ● Government taxation <p>End of Theme assessment. Full mock paper (Paper 1)</p>	<p align="center">Content</p> <p>‘Apprentice’ and ‘Dragon’s den’ project work</p> <p>Using teamwork and prior knowledge, the students are to create a new product/service by completing research and identifying a gap in the market. Once an idea has been ??? They are to complete relevant and substantial research to make sure there is an actual demand for what they want to provide.</p> <p>Completion of work booklets will be done throughout the weeks, as each week will be focused towards different sections of ‘Theme 1’.</p> <ul style="list-style-type: none"> ● Market research ● Product idea & Type of Business ● Marketing mix ● Raw materials and costing ● Finance sheets ● Promotions ● Creation <p>The students will create their product and produce a Business plan to present to a judging panel to obtain finance to start their company.</p> <p>They will have to work in teams and successfully divide jobs and responsibilities between themselves to complete different tasks. They should play to each other's strengths.</p> <p>Their presentation will be in the form of a pitch, where they will</p>	<p align="center">Content</p> <p>‘Growing the Business’ and ‘Making marketing decisions’.</p> <p>Internal (organic) growth through new products and new markets External growth through merger and takeovers. Topic 2.1 & 2.2</p> <p>Sources of finance for growing and established businesses Internal [retained profit and selling assets] External [loan and share capital]</p> <p>Why business aims and objectives change in response to:</p> <ul style="list-style-type: none"> ● market conditions ● technology ● performance ● legislation ● internal reasons <p>Barriers to international trade:</p> <ul style="list-style-type: none"> ● tariffs ● trade blocs <p>Business and globalisation:</p> <ul style="list-style-type: none"> ● imports: competition from overseas, buying from overseas ● exports: selling to overseas markets ● changing business locations ● multinationals <p>Ethics, the environment and how they impact on business The role of pressure groups on business decisions</p> <p><u>Marketing Mix -</u></p> <p><u>Pricing</u> Pricing strategies</p> <ul style="list-style-type: none"> ● Penetration ● Premium

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	<p align="center">Key words</p> <p>Entrepreneur Ownership Enterprise Customers Products Goods Services Local National Dynamic markets Competition Product and market orientation Primary and secondary research Qualitative and quantitative data Added value Differentiation Market mapping</p>	<p align="center">Key words</p> <p>Retail Labour Skills Management Public Private Sole Trader Partnership Shareholder Limited liability Unlimited liability Co-operative Aims & Objectives Charity Social enterprise Franchise Franchisor Franchisee Segmentation</p>	<p>The impact of legislation on business</p> <ul style="list-style-type: none"> • Consumer law [Consumer Rights Act and The Trade Descriptions Act] • Employer Law [Equality Act, Health and Safety at Work] <p align="center">Key words</p> <p>Wages Salaries Administration Shareholders Employees Customers Suppliers Local community Pressure Groups Government Legislation Stakeholder E-Commerce Communication Revenue Break-Even Gross Profit Net Profit Interest</p>	<p align="center">Key words</p> <p>Profit Loss Revenue Costs Expenditure Gross Net Budget Break even Contribution Cash flow Capital Investment Personal savings Venture capital Share capital Loans Retained profit Crowdfunding</p>	<p>show their costings and provide a prototype of their product.</p> <p align="center">Key words</p> <p>Business plans Market Research Ownership Finance Strategies Promotion Pricing Strategies Location External influences</p>	<ul style="list-style-type: none"> • Economy • Cost-plus • Competitor • Psychological • Price skimming <p><u>Place</u> Methods of distribution: retailers and e-tailers (e-commerce).</p> <p><u>Product</u></p> <ul style="list-style-type: none"> • The Design Mix (Aesthetics, Costs and Function) • Product Life Cycle • Extension strategies <p><u>Promotion</u> Promotion strategies</p> <ul style="list-style-type: none"> • advertising • sponsorship • product trials • special offers • branding <p>Using the marketing mix to make business decisions</p> <p align="center">Key words</p> <p>Capital Globalisation European Union International Trade Social Technological Environmental Legislation Political Economic Constraints Segmentation Market Research Transport Infrastructure Distribution Consumers Raw materials Communications</p>
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Justification for teaching	Justification for teaching	Justification for teaching	Justification for teaching	Justification for teaching	Justification for teaching
<p>These are the basis around a large number of business decisions and therefore are taught first within year 10 to ensure that basic key words and understanding are discussed at the beginning, this gives students a chance to discuss basic terminology whilst understanding our exam set up and different answer structures we establish in half term 1.</p>	<p>Students are beginning to expand their ideas into real life situations. We will use these topics to investigate the different ways businesses can be set up and ensure that students understand that all decisions within business must be researched to make sure they are consumer/market focused.</p>	<p>With a now running knowledge of business decisions and the marketing mix, the investigation of how businesses are financed and the different ways to track the accounting side of the business takes form. Identifying how external factors influence the decisions made within the business encourages the students to think about the flexibility of their choices and how to be resilient in the form of challenges.</p>	<p>As businesses grow they may need to source finance to help develop their brand. Knowing the different types allows them to make informed decisions, and to complete cash prediction tools to identify times when there will be a shortage and influx of cash within the business. Continuing to identify how external factors influence the decisions made within the business.</p>	<p>Bringing together all aspects of the first theme of the business GCSE. The students will begin to understand the process businesses go through to get a product/service into circulation. Completing the physical project allows the students to strengthen their knowledge on the theory and to experience how different factors can influence their project for both the positive and negative. This will develop their analytical skills, as they will be able to draw upon their experience when getting to the higher mark questions. Being able to apply what they know from previous lessons will give students a different perspective on industry and understanding of the decisions that have been made.</p>	<p>To allow students to fully understand the stages a business goes through when it stops being a new business and becomes an established brand. This starts to look into the impacts a business can have around the world and to see the effect it can have on local economies when these decisions are made. To be able to understand how and why business decisions change on the global scale gives students the ability to look beyond the UK.</p>
<p>Curriculum link</p>	<p>Curriculum link</p>	<p>Curriculum link</p>	<p>Curriculum link</p>	<p>Curriculum link</p>	<p>Curriculum link</p>
<p>No previous lessons have been completed, this is the starting point for a new course for students who have never taken Business Studies before.</p>	<p>The next steps in business decision once we understand the potential market is recognising the needs to identify and understand potential competition.</p>	<p>The need to understand people in business is essential for well rounded future leaders. Students will need to identify what stakeholders are, and recognize that they are already stakeholders in many different ways. For example being a customer in a shop, or living in the local community.</p>	<p>Using the knowledge of different businesses, the students will create links to the different types of finance that can be obtained to secure businesses through times of need and growth. Detailed studies of how the changes in the economic climate impacts different businesses.</p> <p>Linked in with examples throughout the last few years, such as the recession and strategies used to overcome them. Students will begin to understand the reasons for many business decisions and why they choose to alter their businesses at different times.</p>	<p>Building from work from theme 1 and business decision making students will use their knowledge from the beginning of the course and utilise it in investigating and understanding it to a real life situation.</p> <p>This allows students to see the effectiveness of business decisions and activities and why decisions made that affect the products/services and their effectiveness.</p>	<p>This is the start of theme 2, knowledge from the first part of the course is crucial, and the building blocks from moving away from being a new business to an established/growing business.</p> <p>We also investigate the impact a business can have by entering a different country and why /how this can impact the companies and their competitive environment.</p>

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	<p align="center">Cultural capital</p> <p>To be able to understand and analyse basic business decisions is essential, for future entrepreneurs being able to understand these decisions may give them an advantage in the industries they wish to pursue.</p>	<p align="center">Cultural capital</p> <p>We are now beginning to investigate how consumers can influence business decisions and a part of this is understanding that consumers are the heart of any decision making process. To understand the importance of distribution in today's world may influence future decisions in their own businesses</p>	<p align="center">Cultural capital</p> <p>As all students will work in a business in one way or another the value of understanding how employees are stakeholders and will hold a form of power is important to know their worth. This is also relevant to their current situations as the older they get, the more types of stakeholders they are likely to become.</p>	<p align="center">Cultural capital</p> <p>Being able to take into consideration all different types of finance, is important as many of these can be obtained for personal use. Knowing how to balance money, and tracking their income and outcome, will help them become more financially responsible.</p>	<p align="center">Cultural capital</p> <p>Understanding how simple decisions can have an array of impacts. This term will encourage the use of independent and team work. Both types are crucial for future higher education and potential job opportunities. Putting these skills into practice allows the students to hone skills that are a strength and identify weaknesses to put a plan into place to overcome them.</p>	<p align="center">Cultural capital</p> <p>As a rounded student in business they will be able to assess the importance of business decisions in relation to the world and the impact they can have. Students will have an understanding of the impacts of business decisions and how ethics plays a role.</p>
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