

Department Curriculum Map 2014-15



Department Business Studies

Skills required in Year 11

Knowledge and understanding

- Actively engage in the study of business and economic to develop as effective and independent students and as critical and reflective thinkers with enquiring minds
- Use and enquiring, critical approach to distinguish facts and opinions, to build arguments and make informed judgements
- Develop and apply their knowledge, understanding and skills to contemporary issues in arrange of local, national and global contexts
- Appreciate the range of perspectives of different stakeholders in relation to business and economic activities
- Consider the extent to which business and economic activity can be ethical and sustainable

Skills

- Practical skills – time management, personal organisation and action planning
- Presentational skills – address audiences using a variety of media forms
- Personal skills – showing evidence of progression
- Interpersonal skills – communication and group work
- Cognitive skills – reflection and review of own and others’ performances

Year	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2	Secured
11	Interpret information from a suitable source	Understand the need for scientific research for development. To evaluate the	To develop analysis for increasing cash inflow and decreasing cash outflow. To	To develop and understanding of the motivation theory and discuss this. To	To assess the impact of the government and the EU on business		
Skills Covered	Search and select information to meet						

	<p>your needs. Use different information sources. Analyse information. Develop skills on quantitative and qualitative research to make decisions on marketing mix. To understand the product life cycle and analyse this. Evaluation on branding and 4P's</p>	<p>advantages and disadvantages of different stock control methods. To analyse cost effective operations. Evaluating the needs of customer service in running a successful business.</p>	<p>developed a comprehension for improving profit and not using staff redundancies as a way due to negative motivational effects. To be able to create, interpret and analyse break even charts. To analyse the difference ways of financing growth. To understand key terminology of organisational structure</p>	<p>evaluate the impact of communication on efficiency of a business. To be able to debate what ethics is and how this effects businesses including pressure groups. To analyse the effects of business on the environment. To be able understand the economic issues affecting international trade.</p>	<p>decisions, taxes, wages, maternity/paternity rights.</p> <p>Revision from unit 1 & 3</p> <p>Exams Wednesday 20th May - Unit 1 - 45 minutes – AM- 25%</p> <p>Friday 5th June - Unit 3 - 1.5hrs – AM – 50%</p>		
Theme/ Focus/ Content	<p>Complete actual Controlled assignment -25% of final grade Marketing</p> <ul style="list-style-type: none"> • Product trial and repeat purchase • Product life cycle • Branding and differentiation 	<p>Marketing & Meeting customer needs</p> <ul style="list-style-type: none"> • Building a successful marketing mix • Design and research development • Stock managing • Quality • Cost- effective operation and competitiveness • Effective customer service 	<p>Effective financial management</p> <ul style="list-style-type: none"> • How to improve cash flow • How to improve profit • Break – even chart and break- even analysis • Financing growth • Organisational structure • Motivation theory 	<p>Effective people management & The wider world effecting business</p> <ul style="list-style-type: none"> • Communication • Remuneration • Ethics in business • Environmental issues • Economic issues affecting international trade 	<p>The wider world effecting business & Revision of unit 1 and unit 3</p> <ul style="list-style-type: none"> • The impact of government and the EU 		
10	How to collect and interpret primary and secondary market	Assess enterprise as taking a risk, showing initiative and a	To discover a range of financial objectives when setting up a	To understand that a business must anticipate, identify and	To develop their understanding for commodity,	Interpret information	

<p>Skills Covered</p>	<p>research. Understanding qualitative and quantitative data. Analysing customer buying habits. How to analyse competitor strengths and weaknesses to spot opportunities. Assessing the main types of added value and evaluating franchises as a start-up option.</p>	<p>willingness to undertake new adventures. To communicate using examples Edwards De Bono's thinking hats as one way of deliberate creativity To understand the importance of asking entrepreneurial questions. To assess the steps in which entrepreneurs can protect ideas. To see mistakes as part of the process of learning to succeed.</p>	<p>business. To present as a way to plan and persuade others as a quality of an entrepreneur. To use calculations to estimate sales and revenues and be able to interpret these findings from graphs and tables. To be able to evaluate the different ways of obtaining finance for a business analysing these ways.</p>	<p>meets customers' needs if it is to be successful. To analyse the importance of liability within a business. To be able to comply with legal issues with regarding tax. To be able to use formula to work out specific tax calculations. To evaluate a business's recruitment process, training and motivating staff.</p>	<p>demand and supply and how these effects prices. Evaluate how the impact of interest rates affects a small business. Assess the change of exchange rates of global economy and businesses. Appreciate the perspective that different stakeholders have.</p>	<p>from a suitable source Search and select information to meet your needs. Use different information sources. Analyse information and data to create a well-constructed commentary and structure. To develop and deep evaluation of the evidence analysed to address the set task.</p>	
<p>Theme/ Focus/ Content</p>	<p>Spotting a business opportunity</p> <ul style="list-style-type: none"> • Business • Understanding customer needs • Market mapping • Competition • Added value • Franchising • What is enterprise 	<p>Showing enterprise</p> <ul style="list-style-type: none"> • Thinking creatively • Questions to be asked • Innovation and invention • Taking a calculated risk • Important enterprise skills • Objectives when starting up 	<p>Putting business ideas in practice</p> <ul style="list-style-type: none"> • The qualities shown by entrepreneurs • Estimating revenues, costs and profits • Forecasting cash flow • The business plan 	<p>Making the start-up effective</p> <ul style="list-style-type: none"> • Customer focus and the marketing mix • The importance of limited liability • Start – up legal and tax issues • Customer satisfaction 	<p>Understanding economic context</p> <ul style="list-style-type: none"> • Demand and supply • The impact of interest rates • The impact of exchange rates • How does the business 	<p>Practice controlled assignment</p> <p>To develop key skills and understanding of how to complete a controlled assignment effectively understanding key language, of research,</p>	

			<ul style="list-style-type: none">• Obtaining finance	<ul style="list-style-type: none">• Recruiting, training and motivating staff	cycle affect small businesses <ul style="list-style-type: none">• Business decisions and stake holders	present information/ data, analysis and evaluation. (space for intervention of key topics)	
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