

# Department Curriculum Map



Department	Business Studies
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Skills required in Year 11

- Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- Develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- Use an enquiring, critical approach to make informed judgements
- Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- Develop and apply quantitative skills relevant to business, including using and interpreting, apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts
- Develop an understanding of how these contexts impact on business behaviour
- Use business terminology to identify and explain business activity
- Apply business concepts to familiar and unfamiliar contexts.

Year	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2	Secured
11	To develop their knowledge about growth of a business and different ways that businesses can grow. To be able to evaluate these ways using different business scenarios. Developing the different types of ownership which can	To evaluate how each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage. How an integrated marketing mix can influence competitive	To develop their understanding of different business operations to produce goods and services. To develop their knowledge of different production services job, batch, flow and the impact of	To be able to carry out business finance calculations through business finance scenarios using gross profit, net profit, calculation and interpretation of gross profit margin, net profit margin, average rate of	To analyse the different organisational structures within business and which are most effective. Analyse the use of communication in business to maximise productivity, and to develop an		

	<p>encourage growth and the different types of finance that a business can use to grow.</p> <p>To develop their understanding of why different business aims and objectives change as the business evolve and throughout their life as a business.</p> <p>To evaluate the effects of globalisation on a business including tariffs, exports, imports, trade blocs.</p> <p>Evaluating the ethics, the environment and business and how ethical decisions can have an impact on different businesses.</p>	<p>advantage? To use different business scenarios to look at and analyse different marketing mix elements in a way of developing a more successful business.</p>	<p>different types of production process: keeping productivity up and costs down and allowing for competitive prices. By evaluating the Impacts of technology on production balancing cost, productivity, quality and flexibility.</p> <p>To develop their understanding of the role of procurement. Analyse the importance of quality within production looking at control and assurance.</p> <p>To develop their evaluation of the sales process and the effect of this cycle has on business sales and growth.</p>	<p>return.</p> <p>To develop evaluation skills in relation to the use and interpretation of quantitative business data to support, inform and justify business decisions.</p>	<p>understanding about the different ways of working.</p> <p>To understand effective recruitment to meet business needs both internal and external.</p> <p>To evaluate the use of to develop training, motivation and retention.</p> <p>To analyse the different types of motivation businesses use to increased productivity, including opportunity, job rotation etc.</p>		
Theme/ Focus/ Content	<p><b>Growing the business</b></p> <ul style="list-style-type: none"> <li>• Methods of business growth and their impact</li> <li>• The types of business ownership for growing businesses</li> <li>• Sources of finance for growing and established businesses</li> <li>• Why business aims and objectives change as businesses evolve</li> </ul>	<p><b>Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>• The design mix</li> <li>• The product life cycle</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> <li>• How each element of the marketing mix can influence other elements?</li> <li>• Using the marketing mix to build competitive</li> </ul>	<p><b>Making operational decisions</b></p> <ul style="list-style-type: none"> <li>• The purpose of business operations</li> <li>• Production processes</li> <li>• Impacts of technology on production</li> <li>• Managing stock</li> <li>• The role of procurement</li> <li>• The concept of quality and its importance in</li> </ul>	<p><b>Making financial decisions</b></p> <ul style="list-style-type: none"> <li>• The concept and calculation of: <ul style="list-style-type: none"> <li>○ gross profit</li> <li>○ net profit</li> </ul> </li> <li>• Calculation and interpretation of: <ul style="list-style-type: none"> <li>○ gross profit margin</li> <li>○ net profit margin</li> <li>○ average rate of return.</li> </ul> </li> <li>• The use and interpretation of</li> </ul>	<p><b>Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>• Different organisational structures and when each are appropriate</li> <li>• The importance of effective communication</li> <li>• Different ways of working</li> <li>• Different job roles and responsibilities</li> </ul>		

	<ul style="list-style-type: none"> <li>How business aims and objectives change as businesses evolve</li> <li>The impact of globalisation on businesses</li> <li>Barriers to international trade</li> <li>How businesses compete internationally</li> <li>The impact of ethical and environmental considerations on businesses</li> </ul>	<p>advantage.</p> <ul style="list-style-type: none"> <li>How an integrated marketing mix can influence competitive advantage</li> </ul>	<ul style="list-style-type: none"> <li>The sales process</li> </ul>	<p>quantitative business data to support, inform and justify business decisions</p> <ul style="list-style-type: none"> <li>The use and limitations of financial information</li> </ul>	<ul style="list-style-type: none"> <li>How businesses recruit people</li> <li>How businesses train and develop employees</li> <li>The importance of motivation in the workplace</li> <li>How businesses motivate employees</li> </ul>		
<b>10</b>							
Skills Covered	<p>To develop an understanding of why new business ideas some about looking at changes in technology, changes in what consumers want, products and services becoming obsolete. To develop an understanding of how new business ideas come about through original ideas and adaptation. To be able to evaluate the risk and benefits of this. To be able to discuss the impact of risk and rewards on the business, giving different example of both and evaluating how business can</p>	<p>To develop an understanding about the different customers' needs and the knowledge of how these needs generate sales and survival for a business. To evaluate the use of market research within a business and how this can be used to inform business decisions. To analyse how businesses, use market segmentation to target customers, looking at location and demographics, using market mapping to identify gaps in the market and competitors.</p>	<p>To apply their know of business aims and objectives and discuss how different businesses have different aims and objectives. To develop an understanding of the key concepts and calculation of formula used in business finance. To be able to apply independently these formulas to a range of business scenarios. To develop an understanding of the importance to cash to a business and evaluate cash flow cast forecasts. To understand</p>	<p>To develop an understanding of the different, start-up options for small businesses. To be able to evaluate these different option using different business scenarios. To apply their knowledge of different factors that influence business locations and the impact of the internet on location decisions. To understand what the marketing mix is and the importance of each element is in relation to business success. To be able to analyse different business and how they can improve</p>	<p>To develop their knowledge about different stakeholders of a business and the roles that they play, analysing how stakeholders can be affected by a business but can also affect the business. To investigate the different technologies that a business uses such as payment system, digital communication, social media etc. and the effect that this can have on a business in terms of costs, sales and the marketing mix. To be able to analyse this within different</p>	<p>To develop their knowledge of structuring of business GCSE questions in preparation for their mock exams. This will include the use of the BLT, Knowledge and understanding, linking statements, advantages, disadvantages, use of context and use of evaluation within the answers.</p>	

	<p>maximise reward and minimise risk. To understand the role of business enterprise and the purpose of business activity.</p>	<p>To develop their comprehension of the competitive environment and the strengths and weaknesses of competitors. How competitors can impact business decision making</p>	<p>different sources of finance to a business, understanding advantages and disadvantages to be able to evaluate the best source of finance for particular businesses.</p>	<p>success through improving different elements of the marketing mix. To be able to evaluate the role and importance of a business plan in minimising risk and obtain finances.</p>	<p>business situations. To develop their understanding of legislation including consumer law and employment law, being able to analyse both within business situations.</p>		
<p>Theme/ Focus/ Content</p>	<p><b><i>The dynamic nature of business</i></b></p> <ul style="list-style-type: none"> <li>• Why new business ideas come about:</li> <li>• How new business ideas come about</li> <li>• Risk and reward The impact of risk and reward on business activity:</li> <li>• The role of business enterprise and the purpose of business activity: The role of entrepreneurship:</li> </ul>	<p><b><i>Spotting a business opportunity</i></b></p> <ul style="list-style-type: none"> <li>• Identifying and understanding customer needs</li> <li>• The purpose of market research</li> <li>• Methods of market research</li> <li>• The use of data in market research</li> <li>• How businesses use market segmentation to target customers</li> <li>• Understanding the competitive environment:</li> </ul>	<p><b><i>Putting a business idea into practice</i></b></p> <ul style="list-style-type: none"> <li>• What business aims and business objectives are.</li> <li>• Why aims and objectives differ between businesses.</li> <li>• The concept and calculation of: revenue • fixed and variable costs • total costs • profit and loss • interest • break-even level of output • margin of safety</li> <li>• Interpretation of break-even diagrams: the impact of changes in revenue and costs • break-even level of output • margin</li> </ul>	<p><b><i>Making the Business effective</i></b></p> <ul style="list-style-type: none"> <li>• The concept of limited liability</li> <li>• The types of business ownership for start-ups</li> <li>• The option of starting up and running a franchise operation</li> <li>• Factors influencing business location</li> <li>• What the marketing mix is and the importance of each element</li> <li>• How the elements of the marketing mix work together?</li> <li>• The role and importance of a business plan</li> <li>• The purpose of</li> </ul>	<p><b><i>Understanding external influences on business</i></b></p> <ul style="list-style-type: none"> <li>• Who business stakeholders are and their different objectives</li> <li>• Stakeholders and businesses</li> <li>• Different types of technology used by business</li> <li>• How technology influences business activity</li> <li>• The purpose of legislation</li> <li>• The impact of legislation on businesses:</li> <li>• The impact of the economic climate on businesses</li> <li>• The importance of external influences on business</li> </ul>	<p><b><i>Exam mock preparation/ structure of examination questions.</i></b></p> <ul style="list-style-type: none"> <li>• Define</li> <li>• State</li> <li>• Outline</li> <li>• Explain</li> <li>• Analyse</li> <li>• Discuss</li> <li>• Evaluate.</li> <li>• Justify</li> </ul>	

			<p>of safety • profit and loss.</p> <ul style="list-style-type: none"><li>• The importance of cash to a business</li><li>• Calculation and interpretation of cash-flow forecasts</li><li>• Sources of finance for a start-up or established small business:</li></ul>	<p>planning business activity</p>			