

BUSINESS STUDIES CURRICULUM

Year 10 GCSE

Introduction to Business

Content – This will be an introduction into the purpose of a business, including what stakeholders are, the risks & rewards involved in an entrepreneur start-up a business.

Skills –

- Presenting information
- Working independently

Introduction to business (Suitability project)

Content -

This will be an introduction into the purpose of a business, including what stakeholders are, the risks & rewards involved in an entrepreneur start-up a business.

We will also look into the importance of focusing on customer needs when collecting when carrying out research, including customer feedback.

Skills -

- Collecting research, e.g. questionnaires.
- Collating & interpreting data
- Decision making
- Presenting information
- Working independently

Theme 1: Business environment

Content

Students will investigate competitive markets & the importance of a business developing a competitive advantage, through the use of differentiation.

In addition students will look into the legalities of protection their business ideas to ensure that they protect their business.

Students will use numerical skills to calculate market share.

Skills

- Collating & interpreting data
- Decision making
- Presenting information
- Working independently
- Working effectively as a team

- Analyse & evaluation

Theme 1: Financial planning

Content

Students will gain an understanding of cash v. cashflow and will use their numerical skills to calculate revenue, costs, profit & breakeven analysis & how information can be used to aid decision-making.

Skills

- Decision making
- Numeracy – Finance friendly
- Working independently
- Working effectively as a team

Theme 1: Business Start-ups

Content

Students will gain an understanding of the options around starting up your own business, including types of business ownership and options for financing the business. They will also look at how to put together a business plan & setting suitable SMART aims & objectives.

Skills

- Linking learning & knowledge
- Decision making
- Real-world issues
- Working independently
- Working effectively as a team
- Analyse & evaluation

Theme 1: Attracting & Retaining Customers

Content

Students will look into the importance of creating an effective Marketing Mix that will support the success of the business/ products & lead to repeat custom, including advertising, promotions & pricing strategies.

Skills

- Linking learning & knowledge
- Decision making
- Real-world issues
- Working independently
- Working effectively as a team
- Analyse & evaluation

Theme 1: Recruitment

Content

Students will have the opportunity to look into the world of business, as we work with the Careers & Enterprise on methods of recruitment, the training & development available & for personal development of how to apply for a job. We will then investigate the organisational structures of small & medium to large businesses & how businesses can motivate employees to be more productive.

Skills

- **Decision making**
- **Real-world issues**
- **Working independently**
- **Working effectively as a team**
- **Employability skills**
- **Analyse & evaluation**

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Theme 2: External influences

Content

Students will investigate competitive markets & the impact that changes in the economy will have on businesses globally, e.g. inflation, exchange rates, interest rates, etc.

We will also look at the impact on technology & legislation on the business & the importance of businesses from an ethical standpoint.

Skills

- Decision making
- Real-world issues

- Working independently
- Working effectively as a team

Theme 2: Production

Content -

We will investigate the different working operations within a business, e.g. batch, job & mass production, etc. Along with the importance of working with suppliers to ensure efficiency. Students need to understand the methods & benefits of managing quality. Students will also gain an insight into the sales process.

Skills -

- Collating & interpreting data
- Decision making
- Presenting information
- Working independently
- Working effectively as a team
- Analyse & evaluation

Theme 2: Product Development

Content

Students will begin to use the research they have carried out to make informed decision when creating 3-4 product designs specific for their target market.

Then using additional research, students will make justified choices to make improvements to their final hat choice.

Students will also look into the importance of creating a brand to provide a unique selling point for their product designs.

Skills

- Linking learning & knowledge
- IT skills

- Decision making
- Working independently
- Analyse & evaluation

Theme 2: Business success

Content

Students will look into how businesses grow, e.g. internal & external. We will also look at how growth can lead to economies of scale & as a result of expansion there will be a need for the business to change its aims & objectives.

Skills

- Linking learning & knowledge
- Decision making
- Real-world issues
- Working independently
- Working effectively as a team
- Analyse & evaluation

Theme 2: Business performance

Content

Students will be expected to assess the financial performance of a business.

Students will also use their numerical skills to calculate Gross/ Net profit and in addition percentage changes in the average rate of return (ARR).

Skills

- Decision making
- Numeracy – Finance friendly
- Working independently
- Working effectively as a team
- Analyse & evaluation