

Subject overview: KS5 Business Studies

Subject Rationale (Intent) linked to [whole school curriculum mission](#)

In brief (no more than four sentences)

In Business students' will develop their intellectual curiosity on how the world of business works. This will be developed using a multi faceted approach, as a customer, an entrepreneur and as potential employees of the future. Students will develop their understanding of the crucial interactions that must take place in order for businesses to operate successfully and the role they play in the wider economy and society.

Additional details

The aim of the Business curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities. Students will apply their knowledge and understanding to business decision making, including the interdependent nature of business activity, influence on business, business operations, marketing, finance and human resources: and how these interdependencies underpin business decision making. This will help students make synoptic links between theories to help them make informed decisions. To equally understand the use and limitation of quantitative and qualitative data in making business decisions.

Within Key Stage 5, two routes within business are offered: AQA A Level Business Studies and OCR Technical extended Certificate In Business

YEAR 12

TERM	Topic sequence (What are you teaching?)	Topic sequence rationale (Why are you teaching this? How does it link to prior learning? Any notable links to St Edmund's curriculum mission St Edmund's curriculum mission)	Main method of assessment?
Term 1:1	<p>Unit 1: The Business Environment</p> <p>1. Understand different types of businesses and their objectives</p> <p>2. Understand how the functional areas of businesses work together to support the activities of businesses</p> <p>3. Understand the effect of different organisational structures on how businesses operate</p> <p>4. Be able to use financial information to check the financial health of businesses</p> <p>5. Understand the relationship between businesses and stakeholders</p>	<p>We begin the term with an introduction to the different types of business ownership. This is fundamental substantive knowledge that lays vital foundations of understanding as the ownership of the business will impact on many other aspects of its structure.</p> <p>Having developed their substantive knowledge on business ownership and functional areas, students are then able to develop their procedural knowledge when analysing how different organisational structures may be tailored depending on the ownership and nature of the organisation.</p> <p>Students develop their substantive knowledge of financial documents and are then able to develop procedural knowledge by applying these documents to a business scenario and using them to analyse the financial health of a business.</p> <p>Substantive knowledge needs to be gained regarding the nature of business stakeholders. This then allows for procedural knowledge to build, as students must analyse how the relationship between stakeholders and the business can be both positive and challenging.</p>	<p>Knowledge retrieval questions</p> <p>Practise short answer case study questions</p> <p>Past papers</p>
Term 1:2	<p>6. Understand the external influences and constraints on businesses and how businesses could respond</p> <p>7. Understand why businesses plan</p> <p>8. Be able to assess the performance of businesses to inform future business activities</p>	<p>Once students have acquired the substantive knowledge regarding how businesses are organised and structured, they can better understand how external influences can impact on these structures and the importance of business planning.</p> <p>Finally, students can apply their procedural knowledge to assess the performance of a pre-release business scenario and use this assessment to make suggestions regarding future business strategy.</p>	<p>Knowledge retrieval questions</p> <p>Practise short answer case study questions</p> <p>Past papers</p>

Term 2:1	Unit 4: Customers and Communication 1. Understand who customers are and their importance to businesses 2. Understand how to communicate with customers 3. Be able to establish a rapport with customers through non-verbal and verbal communication skills 4. Be able to convey messages for business purposes 5. Know the constraints and issues which affect the sharing, storing and use of information for business communications	<p>In this unit students will gain substantive knowledge regarding the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. They will then develop the procedural knowledge and skills enabling them to create a rapport with customers and have the opportunity to practice and develop these procedural business communication skills.</p> <p>It is important for students to first gain substantive knowledge of different types of customers and their specific requirements, before exploring the various methods of communication and strategies to build rapport. Only once a substantive understanding of customers and communication is achieved can students finally evaluate the potential constraints.</p>	Completion of Unit 4 coursework
Term 2:2	Unit 4: Customers and Communication	<p>Students will use and apply the knowledge they have gained to write the Unit 4 coursework. Their substantive knowledge of customers and communication techniques will be applied to a business scenario and they will analyse the current communication methods in place and make recommendations as to their suitability for purpose and audience.</p>	Completion of Unit 4 coursework
Term 3:1	Unit 5: Marketing and Market Research 1. Understand the role of marketing in businesses 2. Know the constraints on marketing 3. Be able to carry out market research for business opportunities	<p>Students will gain in-depth understanding and substantive knowledge of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. They will also develop substantive knowledge and understanding of the importance of selecting appropriate market research methods for market research proposals. They will be able to acquire procedural knowledge and by carrying out market research, analysing the market research findings and presenting their findings.</p>	Completion of Unit 5 coursework

	4. Be able to validate and present market research findings	To enable students to be able to appreciate the possible constraints on marketing, they must first have secured substantive knowledge and understanding of the role and nature of marketing in the real world. Students will apply their procedural knowledge when analysing examples of marketing activities carried out by selected businesses.	
Term 3:2	Unit 5: Marketing and Market Research	Students will use and apply the knowledge they have gained to write the Unit 5 coursework. Their substantive knowledge of marketing and market research will be applied to real world business examples and their procedural knowledge will enable them to conduct and present their own market research findings.	Completion of Unit 5 coursework

YEAR 13			
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Term 1:1	Unit 5: Marketing and Market Research	Students will use and apply the knowledge they have gained to write the Unit 5 coursework. Their substantive knowledge of marketing and market research will be applied to real world business examples and their procedural knowledge will enable them to conduct and present their own market research findings.	Completion of Unit 5 coursework
Term 1:2	Unit 2: Working in Business 1. Understand protocols to be followed when working in business 2. Understand factors that influence the arrangement of business meetings	In this unit students will develop substantive understanding of why businesses today need employees, managers and entrepreneurs who are multi-skilled, independent thinkers. This leads into their procedural understanding of the need to work in accordance with organisational protocols, be able to prioritise work and communicate effectively with others in a meaningful way.	Knowledge retrieval questions Practise short answer case study questions

	<p>3. Be able to use business documents</p> <p>4. Be able to prioritise business tasks</p> <p>5. Understand how to communicate effectively with stakeholders</p>	<p>Students will gain substantive knowledge of the skills and understanding needed to work effectively within a business environment. This includes, for example; arranging meetings, working with business documents and making payments. Having an understanding of these procedures will then allow students to develop procedural knowledge of how the way that these activities are dealt with will vary according to the specific business protocols in place. Some of these will be specific to a functional area; however, many are common to almost all job roles.</p>	<p>Past papers</p>
<p>Term 2:1</p>	<p>Unit 8: Human Resources Management</p> <p>1. Know the factors that are involved in human resources planning</p> <p>2. Be able to assess the effectiveness of training and development</p> <p>3. Understand how and why businesses motivate employees</p>	<p>Students will develop substantive knowledge and understanding of the importance of motivating and training employees to achieve their potential. First, having an understanding of training methods, students are better able to critique and appreciate the importance of employee motivation and evaluate the methods used by different businesses.</p>	<p>Completion of Unit 8 coursework</p>
<p>Term 2:2</p>	<p>4. Understand the importance of monitoring and managing employee performance at work</p> <p>5. Understand the importance of confidentiality within the human resources function</p>	<p>Students will next be able to apply procedural knowledge to learn how and why businesses measure employee performance and assess the different methods that can be introduced for this purpose.</p> <p>Students will gain substantive knowledge and be able to appreciate how the role of the HR function links with other key functions in a business to contribute to the overall success of the business. Having gained this understanding, they will then be able to comprehend the importance of confidentiality for the HR function, as this fosters trust and respect between employee and employer.</p>	<p>Completion of Unit 8 coursework</p>
<p>Term 3:1</p>			
<p>Term 3:2</p>			

