

The aim of the Business studies curriculum is to equip students with the appropriate knowledge and skills needed to develop their employability and identify business problems and opportunities. We do this by quality teaching which ensures students understand underlying Business theory which students apply to a variety of familiar and unfamiliar case studies. We want students to be able to think analytically, reach logical conclusions based on data, and make judgements on future changes to markets and the economy.

Collaborative, detailed and thorough curriculum planning lies at the heart of what we do in the department. We are committed to a three-year plan of developing our schemes of work. We use all available resources and teaching strategies to ensure that students have a comprehensive knowledge of the specifications and are capable of going beyond what is taught in lessons. Techniques to help develop long-term memory and help students master subject content are embedded in the curriculum. These are focussed on embedding challenge, metacognition, memory techniques, numeracy and literacy into our departmental curriculum.

Our new curriculum plan in KS4 Business studies has been planned to actively engage students in real life examples and we feel this will have a positive impact in gaining excellent results. The engagement of students in the department can be observed in lessons and by the uptake of students at KS4.

Exam & Post – 16 Destination

Justify - 9 Marks

You will be given two choices/options. You can access full marks by just talking about one choice but to access top marks your answer must be balanced, have application and a conclusion. Use business context and 5 linked strands of development. 1st paragraph: give a judgement e.g. advantages and 2 reasons why. 2nd paragraph: give an opposing judgement to the chosen option (not of the other option) e.g. disadvantages and 2 reasons why. 3rd paragraph: conclusion but... it depends on...

Discuss - 6 Marks

5 linked strands of development Can provide one or two impacts/benefits/reasons/drawbacks and then 5 linked strands of development in total (e.g. 3 strands for one impact and 2 strands for the other) Does not require any evaluation.

Explain - 3 Marks

ONE benefit/ impact/ method and then two linked strands of development. Non-context.

Calculate - 2 Marks

No marks for formula. Formula are not given; you must learn them. If a decimal answer, round to 2 decimal places if needed.

2.5 Assessment

How businesses motivate employees:

- financial methods:
 - remuneration
 - bonus
 - commission
 - promotion
 - fringe benefits
- non-financial methods:
 - job rotation
 - job enrichment
 - autonomy

REVISION OF THEME 1 CONCEPTS AND EXAM TECHNIQUE

Evaluate - 12 Marks

A decision needs to be made in this answer. Use business context and 5 linked strands of development. 1st/2nd paragraph: 1 or 2 advantages identified with 2/3 reasons why. 3rd/4th paragraph: 1 or 2 disadvantages identified with 2/3 reasons why. 5th paragraph: Conclusion BUT... it depends on...

Analyse - 6 Marks

Use context and AJIM. An extended explain question. 5 linked strands of development.

Outline - 2 Marks

One benefit/ impact/ method with one linked strand of development. Written in context.

The importance of motivation in the workplace

- attracting employees
- retaining employees
- productivity.

The use and limitations of financial information in:

- understanding business performance
- making business decisions

2.4 Assessment

Organisational structures

- hierarchical and flat
- centralised and decentralised

Ways of working

- part-time, full-time and flexible hours
- permanent, temporary, and freelance contracts
- the impact of technology on ways of working: efficiency, remote working

How businesses recruit people:

- documents:
 - person specification and job description
 - application form
 - CV
- recruitment methods used to meet different business needs (internal and external recruitment)

2.5 MAKING HUMAN RESOURCE DECISIONS

The use and interpretation of quantitative business data to support, inform and justify business decisions:

- information from graphs and charts
- financial data
- marketing data
- market data

Communication

- the impact of insufficient or excessive communication on efficiency and motivation
- barriers to effective communication

Good customer service

- Product knowledge
- Speed and efficient service
- Customer engagement
- Post-sales service
- Customer engagement

Different job roles and responsibilities: key job roles and their responsibilities:

- directors
- senior managers
- supervisors/team leaders
- operational and support staff

Different ways of training and developing employees:

- formal and informal training
- self-learning
- ongoing training for all employees
- use of target setting and performance reviews

Why businesses train and develop employees:

- the link between training, motivation and retention
- retraining to use new technology

Business calculations The concept and calculation of:

- gross profit
- net profit

Calculation and interpretation of:

- gross profit margin
- net profit margin
- average rate of return

2.4 MAKING FINANCIAL DECISIONS

2.3 MAKING OPERATIONAL DECISIONS

YEAR 11 MOCKS

2.2 MAKING MARKETING DECISIONS

2.3 Assessment

Quality control and quality assurance

Procurement: working with suppliers

- quality
- delivery (cost, speed, reliability)
- availability
- cost
- trust

Impacts of technology on production

Production processes (Job, Batch, Flow)

2.2 Assessment

Product

- The Design Mix (Aesthetics, Costs and Function)
- Product Life Cycle
- Extension strategies

Place Methods of distribution: retailers and e-tailers (e-commerce).

The impact of the economic climate on businesses

- Unemployment
- Changing income
- Inflation
- Changes in exchange rates
- Changes in interest rates
- Government taxation

Year 10 Exam

END OF THEME 1

YEAR 11

2.1 METHODS OF BUSINESS GROWTH

Ethics, the environment and how they impact on business The role of pressure groups on business decisions

The impact of legislation on business

- Consumer law [Consumer Rights Act and The Trade Descriptions Act]
- Employer Law [Equality Act, Health and Safety at Work]

1.5 UNDERSTANDING THE EXTERNAL INFLUENCES ON BUSINESS

How technology impacts on business

- E-commerce
- Social media
- Digital communication
- Payment systems

Factors influencing business location

- Market
- Labour
- Materials
- Competitors
- The internet
- Government policy

What is a franchise? Good and bad points of franchising

Why business aims and objectives change in response to:

- market conditions
- technology
- performance
- legislation
- internal reasons

Barriers to international trade:

- tariffs
- trade blocs

Internal and external sources of finance

Short term	Long term
<ul style="list-style-type: none"> Overdraft Trade credit 	<ul style="list-style-type: none"> Personal savings Venture capital Share capital Loans

The importance of cash & cash flow

- To pay employees
- To pay overheads
- To prevent insolvency

1.4 MAKING THE BUSINESS EFFECTIVE

1.3 PUTTING A BUSINESS IDEA INTO PRACTICE

Who business stakeholders are and their different objectives?

- Shareholders
- Employees
- Customers
- Suppliers
- Local community
- Pressure Groups
- Government

1.4 Assessment

What the marketing mix is and the importance of each element [Price, Place, Promotion and Product]

Types of business ownership

- Sole trader
- Partnership
- Private limited company

Good and bad points of each

What is limited and unlimited liability?

1.3 Assessment

Business revenues, fixed and variable costs and profits [including break even and margin of safety]

Key 1.3 formula

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

The role of business enterprise and the purpose of business activity

- produce goods or services
- meet customer needs
- add value: convenience, branding, quality, design, USP

1.1 ENTERPRISE AND ENTREPRENEURSHIP

1.2 SPOTTING A BUSINESS OPPORTUNITY

Why and how new businesses come about

Identifying and understanding customer needs [price, quality, choice, convenience]

Market mapping to identify a gap in the market and the competition

Understanding the competitive environment Strengths and weaknesses of competitors based on price, quality, location, product range and customer service

What are business aims and objectives

Financial: survival, profit, sales, market share, financial security

Non-financial: social objectives, personal satisfaction, challenge, independence and control.

YEAR 10

YEAR 9 OPTIONS GUIDANCE

AN INTRODUCTION TO BUSINESS

YEAR 9

Risk: business failure, financial loss, lack of security

Reward: business success, profit, independence

Year 9 Parents' Options Evening

Year 9 Options

Business Options assembly

D&T unit as taster

End of unit assessment

Recruitment and training

Types of business ownership

The Marketing Mix

Customers needs and wants

Year 9 Parents' Options Evening

Year 9 Options

Business Options assembly

National Enterprise

Market mapping and

Market research

Corporate responsibility

Developing a

Famous