

Business Studies Curriculum Overview

Curriculum Intent

The Business Studies department encourages students to be inquisitive, reflective and challenged by following a broad, coherent, satisfying and worthwhile course of study, thereby gaining an insight into the wide world of business, employment and the economic environment in which students live and will grow into as 21st century citizens.

The department prides itself on allowing students to develop academically and, more importantly, helps to foster and grow transferable skills which can later be applied to further education and the work environment.

The department aims to develop students who:

- actively engage in the study of business to develop as effective and independent students and as critical and reflective thinkers with enquiring minds;
- use an 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 a range of local, national and global contexts;
- appreciate the range of perspectives of different stakeholders in relation to business and economic activities;

Year 9 Business Studies Curriculum Overview

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Transition <ul style="list-style-type: none"> • Organisation of folders • Glossary of Business Terms 					
Business Activity <ul style="list-style-type: none"> • Business Enterprise • Providing Goods & Services 	Business Activity <ul style="list-style-type: none"> Types of Ownership Business Aims & Objectives Business Growth Business Location 	Marketing <ul style="list-style-type: none"> • Target Markets • Market Segmentation • Market Research • Marketing Mix 	Business Operations <ul style="list-style-type: none"> • Methods of Production • Quality • Supply Chain • Sales Process • Customer Service 		
Deeper Learning <ul style="list-style-type: none"> • Dragons Den Competition • Investigation into an entrepreneur 	Deeper Learning <ul style="list-style-type: none"> • Business Plan Stage 1 	Deeper Learning <ul style="list-style-type: none"> • The impact of "Supersize Me on McDonalds • Brand vs Own Brand Taste Testing • Business Plan Stage 2 	Deeper Learning <ul style="list-style-type: none"> • Production Game – Making Paper Dice • Costs vs Ethics – Using Manufacturers Overseas Investigation • Business Plan Stage 3 • Customer Service Role Play Activities 		

Year 10 Business Studies Curriculum Overview

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Human Resources <ul style="list-style-type: none"> Recruitment & Selection Training Motivation Organisational Structures 		Influences on Business <ul style="list-style-type: none"> Technological Influence on Business Activity Ethical Influence on Business Activity Environmental Influence on Business Activity Economic Influence on Business Activity The Impact of Globalisation on Businesses The impact of Legislation on Business 			
Deeper Learning <ul style="list-style-type: none"> Career Process Competition 		Deeper Learning <ul style="list-style-type: none"> Benefits and Negatives of EU membership for the UK “Black Gold” and investigation into Fair Trade 			

Year 11 Business Studies Curriculum Overview

Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Finance <ul style="list-style-type: none"> Sources of Finance Revenue & Costs Profit & Loss Accounts Cash Flow Financial performance Analysis 		Revision/Exam Preparation <ul style="list-style-type: none"> Business Activity Marketing Business Operations 		Business/Exam Preparation <ul style="list-style-type: none"> Human Resources Influences on Business Finance 	
Deeper Learning <ul style="list-style-type: none"> Business Plan Final Stage – Forecasting Financial Performance Business Plan Displays 					