

Curriculum Map 2024-25 – Business Studies

- Our curriculum is ambitious and designed to give all students the knowledge and cultural capital they need to succeed in life.
- Our curriculum is coherently planned and sequenced towards cumulatively sufficient knowledge and skills for future learning and employment. Students will develop and enhance relevant work skills that will enable them to choose the relevant career paths.

TERM	YEAR 11	YEAR 12	YEAR 13
AUTUMN TERM	<p><u>Content</u> Marketing Sept –Dec</p> <p>Pricing methods The factors that influence pricing decisions Product Product differentiation The product life cycle Product portfolio Promotional methods Promotional methods Place (the different channels of distribution used by businesses) e-commerce and m-commerce Integrated nature of the marketing mix Using the marketing mix to inform and implement business decisions</p> <p><u>Finance</u> Methods businesses use to raise finance. Appropriateness of sources of finance.</p>	<p><u>Content</u> <u>What is Business?</u> Sept - Dec</p> <p>Understanding the nature and purpose of business Understanding different business forms Understanding that businesses operate within an external environment Understanding management, leadership and decision making Understanding management decision making Understanding the role and importance of stakeholders Setting marketing objectives Understanding markets and customers Making marketing decisions: segmentation, targeting, positioning Making marketing decisions: using the marketing mix Setting operational objectives</p>	<p><u>Content</u> <u>Strategic Position/ Strategic Direction/ Strategic Methods: Sept-Dec</u></p> <p>Analysing the external environment to assess opportunities and threats: social and technological Analysing strategic options: investment appraisal Strategic direction: choosing which markets to compete in and what products to offer Strategic positioning: choosing how to compete Assessing a change in scale Assessing innovation Assessing internationalisation Assessing greater use of digital technology</p>

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		Making operational decisions to improve performance: increasing efficiency and productivity	
Cultural capital	Building on Year 10 and looking at specific functions of business. Marketing mix. Each of the 4 elements, what they do and how they affect the business. Sources of finance and advantages and disadvantages of each.	Build student understanding of the basics of why businesses exist and how they behave. Understanding of business objectives and how they make key decisions that affect the business.	Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.
Skills	Numeracy, particularly an ability to interpret data. Analytical skills. Evaluation skills. Initiative. Assessing strengths and weaknesses. Make balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.	AO1: Communicating knowledge AO2: apply knowledge AO3: analysing business information AO4: evaluation and making balanced arguments, reach judgements and draw conclusions.

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<p style="writing-mode: vertical-rl; transform: rotate(180deg);">SPRING TERM</p>	<p><u>Content</u> Jan Revision and exam practice</p> <p>Feb – March Importance of cash to businesses Interpreting cash flow forecasts Difference between cash and profit Basic financial terms Basic financial calculations Average rate of return Break-even Purpose of financial statements Components of financial statements Interpretation of data given on financial statements</p>	<p><u>Content</u> Jan – April Operations/Finance/Human Resources: Making operational decisions to improve performance: improving quality Making operational decisions to improve performance: managing inventory and supply chains Setting financial objectives Analysing financial performance Making financial decisions: sources of finance Making financial decisions: improving cash flow and profits Setting human resource objectives Analysing human resource performance Making human resource decisions: improving organisational design and managing the human resource flow</p> <p>Making human resource decisions: improving motivation and engagement Making human resource decisions: improving employer-employee relations</p>	<p><u>Content</u> Jan - April Strategic change: Managing change Managing organisational culture Managing strategic implementation Problems with strategy and why strategies fail</p>	
	<p>Building on Year 10 and looking at specific functions of business. Finance. Looking at ratio analysis and profit and loss statements. How each are used and what they can inform.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>	<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>	

Cultural capital

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SUMMER TERM	<p><u>Content</u> Consolidation of Business in the real world/ Influences on business/ Operations/ Human Resources/ Marketing/Finance</p> <p>Revision and exam practice: April -June</p>		<p><u>Content</u> Strategic positioning: April – July Mission statements, corporate objectives and strategy Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance Analysing the external environment to assess opportunities and threats: political and legal change Analysing the external environment to assess economic change</p>		<p><u>Content</u> Revision and exam practice: April –June</p>	
Cultural capital	<p>Overview of all content. All aspects relate to each other and are not just theoretical – how all of the course relates to business in the real world.</p>		<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>		<p>Students will develop the knowledge and skills needed to analyse data, think critically about issues and make informed decisions – all skills that are needed for further study and employment.</p>	
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