

BUSINESS STUDIES – CURRICULUM INTENT

ASPIRE – CHALLENGE - ACHIEVE

Business Studies supports learners in the development of desirable employability skills, allowing students to smoothly transition from an educational setting to a professional work environment through the cultivation of transferable skills including teamwork, problem solving, independent learning and communication skills, whilst instilling confidence in our students to make themselves stand out in a competitive working environment; we want learners to ‘think and act like a leader’.

Business Studies enables learners to develop as critical and reflective thinkers with enquiring minds – using a logical, strategic and enquiring approach to make informed judgements, constructing well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Students explore key business concepts including the risks and rewards of starting and running a small business – focusing on the exploration of entrepreneurial skills and characteristics, and then examining how a business develops beyond the start-up phase, growing into national and/or global businesses. Students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Learners will develop an understanding of business activity through interactions between functional areas such as business operations, finance, marketing and human resources.

In addition to developing students' verbal communication skills through debate and presentation of key concepts, a core principle of the department is that of improving literacy skills. It is vital for students to effectively comprehend case studies, analyse forms of evidence in order to consider different points of view before coming to their own reasoned conclusion. The development of these literacy skills are embedded into schemes of learning and are frequently assessed in various formats. Quantitative skills, including financial calculations, statistical analysis skills and interpretation of financial statements are also a significant area of focus, to ensure students are equipped with the skills required to analyse and interpret financial information.

BUSINESS – CURRICULUM MAP

Key = Matching colours denote links between topics either in content or skills across Key Stages

	EXPLORING ENTERPRISE		BUSINESS PLAN
	MARKETING		BUSINESS FINANCE
	EXAM SKILLS		HUMAN RESOURCES

Y10 AQA GCSE BUSINESS (2023 – 2025)

		1	2	3	4	5	6
Key Stage 4	Year 10	Entrepreneurship & Spotting a Business Opportunity	Putting a business idea into practice	Making the business effective	Understanding External Influences on Business	THEME 1 REVISION & MOCK EXAM	Business Growth
	Year 11	Marketing Mix	Making Financial Decisions: Profit and Performance	Making Human Resource Decisions: Recruitment, Training & Motivation	THEME 2 REVISION & MOCK EXAM	FINAL REVISION & EXTERNAL ASSESSMENT	
		Making Operational Decisions: Production & Quality					

By the end of KS4 learners will have developed as enterprising individuals, with the ability to think commercially and creatively to demonstrate their business knowledge and understanding – drawing on evidence to make informed business decisions and solve problems.

Level 3: Key Stage 5									
Year 12									
CORE		Unit 1 – Feature of a Business & Business organisation	Unit 1 – Environment business operate in and markets & Situation analysis and market structure	Unit 1 - Role of innovation & Enterprise presentation (SALAD)		Unit 2 – Market Research	Unit 2 – Marketing Mix	UNIT 2: EXAM	Unit 3 – Section A Importance of Personal Finance
CORE									Unit 3 – Section B Features of Financial Institutions
COMP		ET: Knowledge, application, researching enterprises & referencing	ET: Analysis & Evaluation skills	ET: Researching and referencing sources. Presentation Skills		ET: Reading & responding to exam brief Referencing & Analysis skills	ET: Application, Analysis & Evaluation skills MOCK ASSESSMENT	ET: Explain, Analyse & Evaluate Mini Assessments	
Year 13									
CORE		Unit 3 – Section C Types of Expenditure	Unit 3 – Section E Cash flow / Break-even	UNIT 3: EXAM	Unit 8 – Examine effective recruitment and selection			Unit 8 – Reflect on the recruitment and selection process	UNIT 3: RESIT
CORE		Unit 3 – Section D Sources of Finance	Unit 3 – Section F Financial statements & Ratios	UNIT 2: RESIT	Unit 8 – Prepare recruitment and selection documents	Unit 8 – Take part in an interview activity (Presentation / SALAD)			
COMP		ET: Explain, Analyse & Evaluate Mini Assessments	ET: Give, Calculate, Explain, Analyse, Evaluate Mini Assessments & MOCK ASSESSMENT	ET: Researching enterprises, referencing, application & analysis		ET: Presentation skills		ET: Self-review, analysis and evaluation	

By the end of KS5, learners will have developed a detailed understanding of essential areas such as, business environments, finance, marketing and human resources. Through studying a range of business topics, the learners will develop a comprehensive understanding of the business environment and develop their ability to analyse and evaluate. In conjunction, the learners will develop a variety of employability skills including cognitive and problem-solving skills, intrapersonal skills and interpersonal skills through a diverse range of learning and assessment techniques.

BUSINESS: WIDER CURRICULUM

KS4	KS5
Discussion of current and related news articles including those that focus on the Economy, Politics, National and Local Business News	Current Affairs Mock interviews with local business leaders
<ul style="list-style-type: none"> Lunch & After School intervention April & May holiday revision sessions Enterprise Club 	

BUSINESS STUDIES: SKILLS / KNOWLEDGE PROGRESSION BY THEMES

Skill base	Key Stage 4:	Key Stage 5:
Characteristics of Business	Outline the basic characteristics of limited business types, and be able to explain the pros and cons of at least 2 forms of ownership.	Demonstrate a thorough understanding of business characteristics and be able to identify and apply characteristics to given organisations and analyse the pros and cons of different characteristics.
Internal and External Business Environments	Outline how given internal and external factors can affect a business positively and negatively.	Identify and apply independently their own research to internal and external factors effecting a business's performance. Clearly demonstrate knowledge of current affairs and form clear analysis and evaluation as to how current affairs may affect a business.
Market Research	Outline factors that need to be considered when conducting market research and be able to conduct basic market research to support their coursework.	Identify and justify their choice of market research and be able to conduct a variety of in depth research independently accounting for different factors that may influence their choice of research.
Primary Research	Compose and conduct a basic questionnaire with limited consideration to factors that may affect their market research.	Conduct a variety of primary research inclusive of questionnaires, surveys, observations and focus groups all with clear application and justification to the research conducted and what they wish to find out.
Secondary Research	Conduct secondary research online extracting basic key facts to support their coursework.	Conduct comprehensive secondary research from a variety of sources and be able to ascertain and judge the reliability of the source whilst using appropriate extracts and quotations to support their coursework.
Business Planning	Write an in depth business plan with guidance. Clear application will be demonstrated in context of their given business with more able students being able to justify their plan in context of their business.	Write their own rationale with limited guidance and based on their own market research.

Pitching and Presenting	Design an individual pitch for their business idea using power point and be able to pitch their idea in a clear, concise and effective manner. Students will demonstrate their ability to handle questioning on their pitches, by giving suitable answers.	Design and present a team pitch in a professional manner with clear visual aids and handouts. Answer questions in depth.
Human Resources	Conduct a basic skills analysis on themselves to recognise their strengths and weaknesses with some application to their coursework.	Conduct an in depth skills analysis on themselves and identify ways to improve or give evidence to their skills.
Recruitment	Role plays to demonstrate the characteristics of a 'good interview' and contrast this to a 'bad interview'.	Analyse the recruitment process for a given organisation and hone their recruitment skills through conducting job interviews in both roles of interviewee and interviewer. Self-reflection and analysis will then be conducted to recognise ways to improve themselves in interview scenarios.
Finance	Conduct basic business finance with limited analysis and evaluation spanning a range of financial documents.	Demonstrate in depth knowledge of both business and personal finance, with clear application, analysis and evaluation of financial documents and the ability to make justified recommendations in finance.