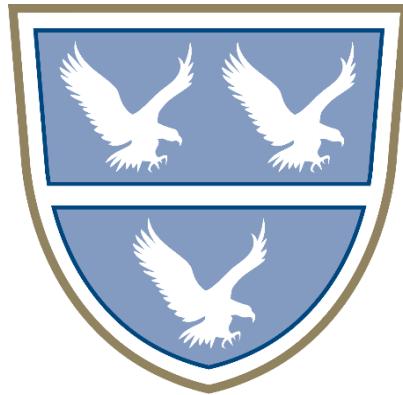


BUSINESS STUDIES CURRICULUM MAP



Our subject vision: Bring inspiration and innovation to every potential Entrepreneur

In Business Studies we endeavour to inspire the next generation of entrepreneurs, building confidence and resilience in them so that they see they can work for themselves if they so choose.

Business Studies seeks to place itself as a relevant subject, rooted in authentic examples of industry and employment and gives our pupils an understanding of business expectations, legislation and employment law.

We offer local examples of businesses and entrepreneurship, so that pupils understand their own context and the power of their own potential.

How this document works:

This Curriculum Map will show you everything we do in Business Studies. It shows the learning journey from year 10 to year 11 and beyond.

At each point it will show you what is covered and how it will be assessed. Click on each topic and it will automatically take you to an explanation of why we learn it.

If you have any further questions, contact Mrs T.M Jarvis,
tjarvis@fitzharrys.oxon.sch.uk



SUBJECT CURRICULUM MAP: KS4

Further study

A-Level Business
 BTEC L2/L3 Business courses
 Post KS5 -
Run your own business!
University business related courses e.g
 Marketing / Law/ Accountancy/ International
 business / corporate social
 responsibility/ Enterprise & Management etc...
Apprenticeships in advertisement, Accountancy
 and supply chain management etc...

Career pathways

Business opens up a range of different careers
 including the following roles: Business adviser,
 Business analyst, Business development
 manager, Chartered management accountant,
 Corporate investment banker, Data analyst,
 Data scientist, Entrepreneur, Forensic
 accountant, Insurance underwriter,
 Management consultant, Marketing &
 Advertising, Project manager, Retail, Risk
 manager, Solicitor, Stockbroker, Supply chain
 manager.

Revision & Exam Prep

Refresher:

- How the examiner wants you to answer questions
- Exam question feedback
- Beef-up your vocabulary!
- What's occurring in the news that I maybe able to incorporate

Making human resource decisions

- 2.5.1 Organisational structures
- 2.5.2 Effective recruitment
- 2.5.3 Effective training and development
- 2.5.4 Motivation

Summer exams

Exam paper 2 questions

- Retention and recall of key information
- Online testing, in-class short exam questions and homework

Making financial decisions

See term 3 [Putting a business idea into practice](#)

Understanding external influences on business

- 1.5.1 – Business Stakeholders
- 1.5.2 – Technology & business
- 1.5.3 – Legislation & business
- 1.5.4 – the economy & business
- 1.5.5 – External influences

Year 11

Theme 2: Building a Business

Growing the business

- 2.1.1 Business growth 1.1.2
- Risk and reward
- 2.1.2 Changes in business aims and objectives
- 2.1.3 Business and globalisation
- 2.1.4 Ethics, the environment and business

Making marketing decisions

- 2.2.1 Product
- 2.2.2 Price
- 2.2.3 Promotion
- 2.2.4 Place
- 2.2.5 Using the marketing mix to make business decisions

Mock exams

Making operational decisions

- 2.3.1 Business operations
- 2.3.2 Working with suppliers
- 2.3.3 Managing quality
- 2.3.4 The sales process

Paper 1 – Investigating small businesses

Exam paper from a previous series

Mock exams

Paper 1 – Investigating small businesses

- Key skills – content / knowledge / test / retrieval

Trips and visits

Harry Potter World – Marketing Unit (Yr10)

BMW Mini – Production Unit (Yr11)

Making the business effective

- 1.4.1 – The options for a start-up & a small business
- 1.4.2 – Business location
- 1.4.4 – Business Plans

Putting a business idea into practice

- 1.3.1 – Business Aims & objectives
- 1.3.2 – Business revenues, costs & profits
- 1.3.3 – Cash & Cashflow
- 1.3.4 – Sources of business finance
- 2.4.1 – Business Calculations
- 2.4.2 – Understanding business performance

Spotting a business Opportunity

- 1.2.1 – Customer needs
- 1.2.2 – Market research
- 1.2.3 - Market segmentation
- 1.4.3 – The marketing mix
- 1.2.4 – The competitive environment

Enterprise & Entrepreneurship

- 1.1.1 - The dynamic nature of business
- 1.1.2 – Risk & Reward
- 1.1.3 – the role of business enterprise & entrepreneurship

Year 10



Year 11

1 Growing the business

Why this?	Students explore the opportunities and issues faced by growing business. Whilst considering the impact of globalisation, the ethical and environmental issues facing businesses.
Why now?	As the business is established it's aims and objectives will evolve giving rise to more scrutiny from customers whilst having a bigger impact upon actions it takes / neglects to take.

2 Making marketing decisions

Why this?	Understanding how the MM can influence other elements and be used in an integrated way to build and influence competitive advantage in a growing business
Why now?	With a bigger budget a growing company has more access in how to develop it's marketing strategy and gain competitive advantage through pursuit of becoming a market leader.

3 Making operational decisions

Why this?	The day-to-day issues a growing business faces in its regular operations and how customer needs are met through the design, supply, quality and sales decisions a business makes.
Why now?	An understanding how the product or service gets to it's finished state for the customer to purchase is vital if you are to maintain good relationships with suppliers & manufacturers

4 Making financial decisions

Why this?	How to make use of financial information to understand business performance and make business decisions.
Why now?	Students need to understand that making a revenue is not making a profit. A range of financial tools are used to assess the viability of the business and what needs to be done for the business to survive.

5 Making human resource decisions

Why this?	Explores people in businesses. It considers the decisions relating to organisational structure, recruitment, training and motivation
Why now?	Up until now the importance of employees has largely been ignored. But as most organisations biggest expense it's vital that student's understand how to recruit, retain and motivate employees

6 Revision & Exam Prep

Why this?	Course is now complete. Time for reflection and to go over topics student's have struggled with
Why now?	Prepare students for the summer exam

Year 10

1 Enterprise & Entrepreneurship

Why this?	The dynamic nature of enterprise and entrepreneurs is at the heart of this topic.
Why now?	Students understand the qualities and attributes required to set-up your own business and take the necessary risks and rewards associated.

2 Spotting a business Opportunity

Why this?	How entrepreneurs identify business opportunities that will enable them to produce the goods and services that will ultimately ensure their business survives and prospers.
Why now?	The natural process once an Entrepreneur has set up their business is to understand their target market and the best way to communicate though advertising media according to budget

3 Putting a business idea into practice

Why this?	The aim is to provide an insight into some of the practical aspects of running a small business.
Why now?	Students need to understand the importance of having aims & objectives so that they can measure the financial and non-financial success of the business.

4 Putting a business idea into practice (Continued..)

Why this?	All businesses have costs and to survive businesses need to make a profit. These considerations are covered in this topic.
Why now?	Students need to understand that making a revenue is not making a profit. A range of financial tools are used to assess the viability of the business and what needs to be done for the business to survive.

5 Making the business effective

Why this?	To the options for the type of ownership, the topic explores issues around business location, the marketing mix and business planning
Why now?	There are many ways you can legally set-up a business. You may start as a Sole Trader but evolve into a partnership or LTD. Students are taught about the options as there are differences between the financial conditions such as set-up and ownership options e.g. Shareholders.

6 Understanding external influences on business

Why this?	Students to consider the impacts of the economy and legislation on small businesses.
Why now?	The external environment will affect your business in many ways. Student's need to understand how to react to these changes that are essentially out of their hands. These can be Political, Economic, Social or technological.