

Curriculum Map (Key Stage 4 and 5)

SUBJECT: BUSINESS

Curriculum Purpose – Business

Business at Ashlawn seeks to develop students’ knowledge from Year 9 to Year 13 through interleaving the key components of knowledge. Retrieval practice and elaboration are used to further their understanding, allowing our students to become independent learners who are fascinated by the dynamic nature of this subject and who want to learn more about the ever-changing world of business, which impacts on all our lives. Business Studies requires pupils to understand the changing environment in which firms operate and the many factors which impact upon business activity and business behaviour. Students are introduced to key components including marketing, human resources, finance and business ownership. These are broken down further and include the impact of the Government and laws on businesses as well as competitors and pressure groups. Pupils will learn about different stakeholders in business, the need for sustainability and minimal impact on the environment as well as Globalisation and the importance of ethics in business decision-making.

After being taught the core knowledge, students are then encouraged to apply this to specific business scenarios and to also consider the potential impacts that strategic decisions could have on a business and its stakeholders in both the short and the long term. We appreciate that our learners have a range of needs and we plan our programme of learning accordingly to ensure that the curriculum is accessible to all, enabling each student to be both challenged and to achieve a positive outcome. We strive to reduce the attainment gap between groups of students by making effective use of data to inform teaching and learning through constantly developing our skills as a department. All staff have up-to-date knowledge and understanding of both the subject and of recent curriculum changes. This enables us to effectively enrich the experience that our learners will experience whilst studying this subject.

Incorporating current affairs into the classroom creates more engaging lessons and builds on British values. This helps students become aware of global issues, allowing them to make connections between what is being taught at school and what is happening in the real world. Students benefit from a wide range of cultural, social and political perspectives they may not otherwise be exposed to. Students are encouraged to keep up with the latest news and consequently develop a more responsible outlook and are better prepared to operate in a globalised and multi-cultural economy.

	Autumn Term 1	Autumn Term 2	Spring Term 3	Spring Term 4	Summer Term 5	Summer Term 6
Year 10	<p>Business 1: business activity, marketing and people</p> <p>1.1 The role of business enterprise and entrepreneurship The purpose of business activity and enterprise Characteristics of an entrepreneur The concept of risk and reward</p> <p>1.1 Business planning The purpose of planning business activity The role, importance, and usefulness of a business plan</p> <p>1.3 Business ownership The features of different types of business ownership The concept of limited liability The suitability of differing types of ownership in different business contexts</p> <p>1.4 Business aims and objectives The aims and objectives of business How and why objectives might change as businesses evolve</p> <p>Why different businesses may have different objectives</p>	<p>Business 1: business activity, marketing and people</p> <p>1.5 Stakeholders in business The roles and objectives of internal and external stakeholder groups The effect business activity has on stakeholders The effect stakeholders have on business</p> <p>1.6 Business growth Organic growth External growth</p>	<p>Business 1: business activity, marketing and people</p> <p>2.1 The role of marketing The purpose of marketing within business</p> <p>2.2 Market research The purpose of market research Primary research methods Secondary research sources How appropriate different methods and sources of market research are for different business purposes The use and interpretation of qualitative and quantitative data in market research</p> <p>2.3 Market segmentation The use of segmentation to target customers</p> <p>2.4 The marketing mix The four Ps of the marketing mix and their importance The product The product - stages of the product life cycle Pricing methods Promotion - point of sale</p>	<p>Business 1: business activity, marketing and people</p> <p>3.1 The role of human resources The purpose of human resources within business</p> <p>3.2 Organisational structures and different ways of working Different organisational structures The terminology of organisation charts Why businesses have different organisational structures Ways of working</p> <p>3.3 Communication in business Ways of communicating in a business context The importance of business communications The influence of digital communication on business activity</p> <p>3.4 Recruitment and selection Why businesses recruit The use of different recruitment methods to meet different business needs</p>	<p>Business 1: business activity, marketing and people</p> <p>3.5 Motivation and retention Financial methods of motivation Non-financial methods of motivation The importance of employee motivation The importance of employee retention</p> <p>3.6 Training and development Different training methods Why businesses train their workers Staff development The benefits to employees and businesses of staff development</p> <p>3.7 Employment law The impact of current legislation on recruitment and employment</p>	<p>Business 2: operations, finance and influences on business</p> <p>4.1 Production processes Different production processes and their impact on businesses The influence of technology on production and the impact on businesses</p> <p>4.2 Quality of goods and services The concept of quality Methods of ensuring quality The important of quality in both the production of products and the provision of services</p> <p>4.3 The sales process and customer service Methods of selling The influence of e-commerce on business activity The importance to a business of good customer service including after-sales service</p>

			<p>Promotion – advertising Place - distribution of products and services How the four Ps of the marketing mix work together The use of the marketing mix to inform and implement business decisions Interpretation of market data</p>	<p>Methods of selection</p>		<p>The contribution of product knowledge and customer engagement to good customer service</p>
<p>Year 11</p>	<p>Business 2: operations, finance and influences on business</p> <p>4.4 Consumer law</p> <p>The impact of consumer law on businesses</p> <p>4.5 Business location</p> <p>Factors influencing business location</p> <p>4.6 Working with suppliers</p> <p>The role of procurement The impact of logistical and supply decisions on businesses</p>	<p>Business 2: operations, finance, and influences on business</p> <p>5.1 The role of the finance function</p> <p>The purpose of the finance function</p> <p>The influence of the finance function on business activity</p> <p>5.2 Sources of finance</p> <p>The reasons businesses need finance</p> <p>Ways of raising finance How and why different sources of finance are suitable for new and established businesses</p> <p>5.3 Revenue, costs, profit and loss</p> <p>The concept of revenue, costs and profit and loss in business and their importance in business decision-making The different costs in operating a business Calculation of costs and revenue Calculation of profit/loss Calculation and interpretation of profitability ratios Calculation and interpretation of average rate of return</p> <p>5.4 Break-even</p> <p>The concept of break-even Simple calculation of break-even quantity The usefulness of break-even in business decision making</p> <p>5.5 Cash and cash flow</p> <p>The importance of cash to a business The difference between cash and profit The usefulness of cash flow forecasting to a business Completion of cash flow forecasts</p>	<p>Business 2: operations, finance and influences on business</p> <p>6.1 Ethical and environmental considerations</p> <p>Ethical considerations and their impact on businesses</p> <p>Environmental considerations and their impact on businesses</p> <p>6.2 The economic climate</p> <p>The economic climate and its impact on businesses</p> <p>6.3 Globalisation</p> <p>The concept of globalisation The impact of globalisation on businesses</p> <p>7. The interdependent nature of business</p> <p>the interdependent nature of business operations, finance, marketing and human resources within a business context How these interdependencies underpin business decision-making The impact of risk and reward on business activity the use of financial information in measuring and understanding business performance and decision-making</p>	<p>Reinforcement of Exam Skills</p> <p>How to make a POINT What are CONNECTIVES? What is APPLICATION? What is COUNTER-BALANCE? How do we make a JUDGEMENT?</p>	<p>Reinforcement of Exam Skills</p> <p>Application of skills in exam-based scenarios. Completion of past-papers Time Management</p>	<p>Students leave</p>