

Business Studies Curriculum plan

GCSE

2021/2022

Curriculum Map GCSE years 9-11

Edexcel GCSE Themes	
Theme 1	Investigating small businesses
Theme 2	Building a business

	Aut 1	Aut 2	Spr 1	Spr 2	Sum 1	Sum 2
9 Based on Main business Functional areas.	Business Activity: Role of entrepreneurs and enterprise		Finance: Role of the finance department, sources of finance and different ways of managing cash/revenue/costs/profits Potentially start project work		Marketing: Role of the marketing department, market research and ways of using the marketing to gains sales	
10	Enterprise and Entrepreneurship: New ideas; Risks and rewards; Adding value; Interleaving with customer needs, segmentation and market research Market mapping; and Objectives	Putting a business idea into practice & making the business effective: Reteach breakeven and cash flow forecasting, and importance of cash. Business location; marketing mix and business plans.	Understanding External Influences on Business: Stakeholders; technology and legislation in business; introduction to the economy; business cycle; interest rates; inflation; exchange rates and external influences on the economy.	Business Growth: Methods of growth, interleave sources of finance; finance for growth; globalisation; ethics; environment and business.	Marketing: Recap marketing mix; product life cycle and pricing. Place; promotion methods. Then revision.	
11	Operations: Methods of production; stock control; quality; sales process; customer service	Human Resources: Organisational structure; communication; different ways of working; recruitment; training; motivation	Financial Decisions: Recap costs/revenue and profits Gross profit; operating profit and understanding ratios (ARR)	Revisit finance units – lockdown and financing growth Revision practice exam papers for both themes.	Exams	

Year 9

	Aut 1	Aut 2	Spr 1	Spr 2	Sum 1	Sum 2
Topics	Business Activity: <ul style="list-style-type: none"> Enterprise Entrepreneurs Business ownership: Sole traders and Partnerships 	Business Activity: <ul style="list-style-type: none"> Business Ownership: Public and private limited companies. Stakeholders in business 	Finance: <ul style="list-style-type: none"> Role of the finance department Sources of finance Costs: fixed and variable Revenue How to increase revenue 	Finance: <ul style="list-style-type: none"> Calculating profit and loss Cash cash flow forecasting 	Marketing: <ul style="list-style-type: none"> Role of the marketing department Market Research 	Marketing: <ul style="list-style-type: none"> Market segmentation Marketing Mix Value of promotion
Key terms	As per topic/lesson					
Skills	A01, A02,	A01, A02,	A01, A02, A03a	A01, A02, A03a	A01, A02, A03a	A01, A02, A03a
Assessments:	Mini knowledge assessment based on all content so far –www/ebi score and grade	Assessment window 1: 1 hour assessment based on all content so far – www/ebi score and grade	Mini knowledge assessment based on all content so far – www/ebi score and grade	Mini knowledge assessment based on all content so far – www/ebi score and grade	Mini knowledge assessment based on all content so far – www/ebi score and grade	Assessment window 2: 1 hour assessment based on all content so far – www/ebi score and grade
Homework tasks	<ul style="list-style-type: none"> Research an entrepreneur of their choice. Find out how they began and what lead to their success. 	<ul style="list-style-type: none"> Research to find out 3 local examples for each ownership e.g. 3 x LTD's 3 x partnerships 3 sole traders 	<ul style="list-style-type: none"> Research into the cost of borrowing from different lenders e.g. Payday loans Banks Credit cards 	<ul style="list-style-type: none"> Research into the importance of cash for a business. Find examples of businesses who failed due to cash flow issues. 	<ul style="list-style-type: none"> Research into how market research companies such as Mintel operate. 	<ul style="list-style-type: none"> Research into the costs of different methods of advertising e.g. TV; radio; social media; billboards

Interleaving	High frequency low stakes quizzes Interlinking topics taught this half term.	<ul style="list-style-type: none"> • High frequency low stakes quizzes • Interlinking different types of ownership • Differences between Ltd and Plc 	<ul style="list-style-type: none"> • High frequency low stakes quizzes • Interlinking all topics so far. • Different business forms. • Use of finance to start/ grow sole trader 	<ul style="list-style-type: none"> • High frequency low stakes quizzes • Interlinking all topics so far. • Cash flow for sole traders compared to companies. • Raising of cash for sole traders compared to partnerships. 	High frequency low stakes quizzes Interlinking all topics so far. Costs of market research. Impact on operational costs. Impact on company cashflow.	1 hour assessment incorporating the whole year of content.
Reading	Articles relating to topics covered Business Scenario's relating to in-class activities					

Year 10

	Aut 1	Aut 2	Spr 1	Spr 2	Sum 1	Sum 2
Topics	1.1 & 1.2 (some 2.1) (Enterprise and Entrepreneurship & Spotting a business opportunity) <ul style="list-style-type: none"> • New ideas • Risks and rewards • Adding value • Interleaving with customer needs, segmentation and market research. • Market mapping • Objectives 	1.3 & 1.4 (Putting a business idea into practice & Making the business effective) <ul style="list-style-type: none"> • Reteach breakeven and cash flow forecasting • Importance of cash. • Business location • Marketing mix • Business plans 	1.5 (Understanding External Influences on Business) <ul style="list-style-type: none"> • Stakeholders • technology and legislation in business; • Introduction to the economy; • Business cycle • Interest rates 	1.5 & 2.1 (Understanding External Influences on Business & Growing the Business) <ul style="list-style-type: none"> • Interest rates • Inflation; • Exchange rates • External influences on the economy. • Methods of growth • Interleave sources of finance and finance for growth 	2.1 (Growing the Business) <ul style="list-style-type: none"> • Globalisation • Ethics • Environment and business. • Interleave Marketing Mix • Product Life Cycle & extension strategies • Design Mix 	2.2 (Making Marketing Decision) <ul style="list-style-type: none"> • Recap Price and pricing strategies • Place/Distribution methods • Promotional Mix • Revision
Key terms	As per topic/lesson					
Skills	A01, A02, A03	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b
Assessments:	Mini knowledge assessment based on all content so far – www/ebi score and grade	Mini knowledge assessment based on all content so far – www/ebi score and grade	Assessment window 1: 1 hour assessment. Up to 9 marker. Including some topics from year 9.	Mini knowledge assessment based on all content so far – www/ebi score and grade	Assessment window 2: Formal end of year mock. Up to 12 marker. Including	Mini knowledge assessment based on all content so far –

					some topics from year 9.	www/ebi score and grade
Homework tasks	Research into how market research companies such as Mintel operate.	Research into the importance of cash for a business. Find examples of businesses who failed due to cash flow issues.	Research into current business legislation e.g. Min wage Living wage Health and safety act. Consumer protection act.	Research into the cost of borrowing from different lenders e.g. Payday loans Banks Credit cards Also the role of the bank of England	Research into examples of businesses who have acted ethically and those who have not. Also the impact for the business.	Research into the costs of different methods of advertising e.g. TV; radio; social media; billboards
Interleaving	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to year 9 content: • Customer needs; segmentation and market research 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content to date: • Re-teaching/revisiting breakeven and cashflow forecasting. 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to year all content to date: • Costs, revenue profits 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content so far: • Sources of finance; how interest rates might be different depending on ownership. 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content so far: Marketing Mix 	
Reading	<p style="text-align: center;">Regular case study practice</p> <p style="text-align: center;">Articles relating to topics covered</p> <p style="text-align: center;">Business Scenario's relating to in-class activities</p>					

Year 11

	Aut 1	Aut 2	Spr 1	Spr 2	Sum 1	Sum 2
Topics	2.2 & 2.3 Recapping Marketing Mix & Making Operational Decisions <ul style="list-style-type: none"> • Business Operations – Job/batch/flow • Managing stock • Managing Stock • Managing Quality • Sales process and customer service 	2.3 Making Operational decisions <ul style="list-style-type: none"> • Communication • Different ways of working • Effective recruitment • Organisational Structure 	2.5 Making Human Resource Decisions <ul style="list-style-type: none"> • Training and Development • Motivation • Recap profit • Gross and Net Profit 	2.5 & 2.4 Making Human Resource Decisions and Financial Decisions <ul style="list-style-type: none"> • Recap profit • Gross and Net Profit • Understanding business performance – ratios (ARR) 	Revision <ul style="list-style-type: none"> • Revision for GCSE's 	Revision <ul style="list-style-type: none"> • Revision for GCSE's
Key terms	As per topic/lesson					
Skills	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b	A01, A02, A03 and A03b
Assessments:	Mini knowledge assessment based on all content so far – www/ebi score and grade	Assessment window 1: Mock paper – mixture of paper 1 and 2. Up to 12 marks.	Mini knowledge assessment based on all content so far – www/ebi score and grade	Assessment window 2: 1 hour mock paper, made up of section B and section C. Mixture of paper 1 and paper 2.	Exam questions/practice	Exam questions/practice

Homework tasks	Research into examples of companies who produced sub quality products. Exam questions as needed.	Research the job market to find examples of: Full time v part time Permanent v temporary Salary v wages Examples of where they are advertised. Exam questions as needed.	Research into costs of different methods of training e.g. formal; on the job, off the job; induction. Exam questions as needed.	Research into the financial performance of 3 very different businesses. Exam questions as needed.	Revision, exam questions and exam prep. Exam questions as needed.	Revision, exam questions and exam prep. Exam questions as needed.
Interleaving	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content to date: • Legislation; interest rates; exchange rates 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content to date: • Motivation; ethics; external influences on recruitment. 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to year all content to date: • Recruitment; job roles; ethics; costs, revenue and profits. 	<ul style="list-style-type: none"> • High frequency low stakes quizzes relating to all content so far: • Sources of finance; costs; how to read graphs. 	Exam prep and revision for all content and both papers.	
Reading	<p style="text-align: center;">Regular case study practice</p> <p style="text-align: center;">Articles relating to topics covered</p> <p style="text-align: center;">Business Scenario's relating to in-class activities</p>					