

Springwood High School Business Studies Curriculum Plan

Our Vision:

Exam boards: Business GCSE OCR; Business Enterprise Edexcel

Brief overview of topics, themes, skills or key questions for each term:

	Autumn #1	Autumn #2	Spring #3	Spring #4	Summer #5	Summer #6
Year 9 GCSE	<p>Introduction to Business - <i>Entrepreneurs, Branding, Protection of ideas, Social Enterprise</i></p> <p>Able to identify well known products and brands, evaluate good and bad entrepreneurs. Explain the role of social enterprise.</p>	<p>Introduction to Business - <i>Fairtrade, Inventions from nature, setting up own business</i></p> <p>Explain how products are invented and consequently made. Invent an 'add on' and pitch the idea to an audience.</p>	<p>Introduction to unit 1. <i>Business Planning and Business ownership</i></p> <p>Identify component parts of a business plan, evaluate suitability of the plan. Identify the features of different forms of business ownership and evaluate the suitability of that type of ownership.</p>	<p>Unit 1 – Business Aims and Objectives <i>(Recruitment and Selection – unit 3)</i></p> <p>Identify and explain the different aims and objectives of businesses. Explain why certain aims and objectives change as the business evolves.</p> <p>Explain and evaluate why businesses recruit, explain job descriptions, person specifications and the difference between internal and external recruitment.</p>	<p>Unit 1 – Stakeholders Unit 2 – Introduction to Marketing</p> <p>Identify the different stakeholders in business, evaluate the roles and objectives of different stakeholder groups.</p> <p>Analyse and evaluate the purpose and importance of marketing in business.</p>	<p>Unit 1 – Business Growth Unit 2 – Market Research Review of Unit 1</p> <p>Identify the methods by which a business may grow. Be able to recommend a particular method in a given situation</p> <p>Define the different methods of market research. Interpret quantitative and qualitative research.</p> <p>Unit 1 Retrieval Practice Q&A , short and long answer questions</p>
Year 9 BTEC	<p>Design a Sub Competition</p> <p>A presentation with supporting materials to explain how you would create and market a new 6-inch Sub, using existing Subway® Ingredients.</p>	<p>Design a Sub Competition</p> <p><i>Introduction to unit 1</i></p> <p>Examine characteristics of enterprises</p>	<p>Completion of unit 1 <i>Learning Outcome A.</i></p> <p>Compare and contrast two local businesses</p>	<p>Unit 3 – Promotion and Finance <i>Learning Outcome A.</i></p> <p>Explain the tools used to promote a business</p>	<p>Unit 3 – Promotion and Finance <i>Learning Outcome A.</i></p> <p>Explain the tools used to promote a business</p>	<p>Unit 1 - Introduction to Learning outcome B –</p> <p>Market Research – Anticipating and identifying what customers want.</p>

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Year 10 GCSE	<p>Unit 1 – Completion from year 9 <i>Business Growth</i></p> <p>Identify the methods by which a business may grow. Be able to recommend a particular method in a given situation.</p> <p>Unit 2 Marketing <i>The role of marketing</i></p> <p>Analyse and evaluate the purpose and importance of marketing in business</p>	<p>Unit 2 – Marketing <i>Market Research, segmentation and the marketing mix</i></p> <p>Define the different methods of market research. Interpret quantitative and qualitative research.</p> <p>Identify the different parts of the marketing mix.</p>	<p>Unit 3 – People <i>Recruitment and Selection.</i> <i>Motivation and Retention, Training and Development</i></p> <p>Explain and evaluate why businesses recruit, explain the difference between internal and external recruitment. Complete a job description and person specification.</p>	<p>Unit 3 - People <i>The role of HR, Organisational Structures, Communication, Employment Law</i></p> <p>Explain the meaning of HR and organisational structures. Define the importance of communication. Explain the main employment laws and why they exist</p>	<p>Unit 4 – Operations <i>Production processes, Quality of goods and services, the sales process and customer service</i></p> <p>Explain job, batch and flow production. Evaluate the methods of ensuring quality. Evaluate the influence of e-commerce and the importance of customer service</p>	<p>Unit 4 - Operations <i>Consumer Law, Business Location and working with suppliers</i></p> <p>Identify the ways consumer law impacts a business. Explain the factors that influence business decision on location and explain how procurement and logistic decisions affect businesses.</p>
Year 10 BTEC	<p>Unit 1 - Exploring Enterprises <i>Learning outcome A.</i></p> <p>Compare and contrast two local businesses</p>	<p>Unit 1 – Exploring Enterprises <i>Learning outcome B</i></p> <p>Market Research – Anticipating and identifying what customers want.</p>	<p>Unit 1 – Exploring Enterprises <i>Learning outcome C</i></p> <p>The impact of internal and external factors on two contrasting businesses</p>	<p>Unit 3 – Promotion and Finance</p> <p>Explain the tools used to promote a business</p>	<p>Unit 3 – Promotion and Finance</p> <p>Explain the tools used to promote a business</p>	<p>Unit 2 - Planning for and Pitching an Enterprise Activity</p> <p>Planning to pitch for an Enterprising Activity</p>

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Year 11	<p>Unit 5 – Finance <i>Revenue Costs and Profit. Breakeven, Cash flow</i> <i>Explain the meaning of Revenue Costs and Profit. Produce and interpret a Breakeven chart and Cash flow forecast.</i></p> <p>Unit 1 Retrieval Practice Q&A , short and long answer questions</p>	<p>Unit 6 – Influences on Business <i>Ethical and Environmental considerations</i></p> <p>Explain and apply the term ‘ethical considerations’ Analyse and evaluate the impact on the business</p> <p>Unit 2 Retrieval Practice Q&A , short and long answer questions</p>	<p>Unit 6 – Influences on Business <i>The economic climate and globalisation</i></p> <p>Define the term ‘economic climate’, and the concept of globalisation. Recommend strategies that businesses can use to respond to economic changes and strategies used to compete internationally</p> <p>Unit 3 Retrieval Practice Q&A , short and long answer questions</p>	<p>Unit 7 – Interdependencies <i>The interdependent nature of business for Marketing, HR, Operations and Finance</i></p> <p>Analyse and evaluate links between different areas of business</p> <p>Unit 4 Retrieval Practice Q&A , short and long answer questions</p>	<p>Practice Papers</p> <p>Preparation for exams</p>	
Year 11 BTEC	<p>Unit 2- Planning for and Pitching an Enterprise Activity</p> <p><i>Learning outcome A</i> <i>Planning to pitch for an Enterprising Activity</i></p> <p>Unit 3 – Promotion and Finance <i>Explain the tools used to promote a business</i></p>	<p>Unit 2- Planning for and Pitching an Enterprise Activity</p> <p><i>Learning outcome A</i> <i>Planning to pitch for an Enterprising Activity</i></p> <p>Unit 3 – Promotion and Finance <i>Financial Records, Methods of payment, Sources of Finance</i></p>	<p>Unit 3 – Promotion and Finance</p> <p><i>Statements of income, ratios</i></p> <p>Preparation for Exam</p>	<p>Unit 2- Planning for and Pitching an Enterprise Activity</p> <p><i>Learning outcome A</i> <i>Pitching for an Enterprising Activity</i></p> <p><i>Learning outcome C</i></p> <p>Evaluation of planning and pitching</p>	<p>Revision Unit 3 for Resits.</p> <p>Completion of coursework</p>	



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