

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 10 - GCSE	<p>Unit 1. <i>Business activity (1.1-1.4)</i> 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>Identify and explain the different aims and objectives of businesses. Explain why certain aims and objectives change as the business evolves.</p> <p>Practice questions from text book</p> <p>Unit 2. <i>Marketing (2.1-2.3)</i> Analyse and evaluate the purpose and</p>	<p>Unit 1. <i>Business activity (1.5- 1.6)</i> Identify the different stakeholders in business, evaluate the roles and objectives of different stakeholder groups.</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 1 Retrieval Practice Q&A , short and long answer questions</p> <p>End of unit 1 assessment</p> <p>Unit 2. <i>Marketing (2.1-2.3)</i> Analyse and evaluate the purpose and</p>	<p>Unit 3 – People <i>Recruitment and Selection. 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 2. <i>Marketing (2.4)</i> Identify the different parts of the marketing mix.</p> <p>End of unit 2 assessment</p>	<p>Unit 2. <i>Marketing (2.4)</i> Identify the different parts of the marketing mix.</p> <p>End of unit 2 assessment</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 3 Retrieval Practice Q&A , short and long answer questions</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>Paper 1 Retrieval Practice Q&A , short and long answer questions – past papers and PPE</p> <p>Revise identify areas for further learning, plan revision catch up sessions</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>

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	<p>importance of marketing in business</p> <p>Define the different methods of market research. Interpret quantitative and qualitative research.</p> <p>Unit 2 Retrieval Practice Q&A , short and long answer questions</p>	<p>importance of marketing in business</p> <p>Define the different methods of market research. Interpret quantitative and qualitative research.</p> <p>Unit 2 Retrieval Practice Q&A , short and long answer questions</p>				
<p>Year 10 BTEC</p>	<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>Assessment papers 1, 2 and 3</p>	<p>Unit 3 – Promotion and Finance</p> <p>Explain the tools used to promote a business</p> <p>Assessment papers 4</p> <p>Past papers Practice</p>	<p>Unit 2 - Planning for and Pitching an Enterprise Activity</p> <p>Planning to pitch for an Enterprising Activity – Consider business ideas for LOA</p>
<p>Year 11 - GCSE</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</p>	<p>Unit 5 – Finance <i>Breakeven, Cash flow</i> <i>Produce and interpret a Breakeven chart and Cash flow forecast.</i></p> <p>End of unit 5 assessment</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</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>Practice Papers</p> <p>Preparation for exams</p> <p>Practice papers 1 & 2. Practice calculation work book.</p>	

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	<p>location and explain how procurement and logistic decisions affect businesses</p> <p>End of unit 4 assessment</p> <p>Unit 5 – Finance Revenue Costs and Profit. Breakeven, Cash flow <i>Explain the meaning of Revenue Costs and Profit. Identify sources of finance.</i></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>that businesses can use to respond to economic changes and strategies used to compete internationally</p> <p>End of unit 6 assessment</p>	<p>Paper 2 Retrieval Practice Q&A , short and long answer questions – past papers and PPE</p> <p>Revise identify areas for further learning, plan revision catch up sessions</p>	<p>OCR practice questions specific to topics</p>	
<p>Year 11 BTEC</p>	<p>Unit 3 – Promotion and Finance <i>Statements of income, ratios</i></p> <p>Preparation for Exam Past papers, revision</p>	<p>Unit 3 – Promotion and Finance <i>Statements of income, ratios</i></p> <p>Preparation for Exam Past papers, revision</p>	<p>Unit 3 – Promotion and Finance <i>Statements of income, ratios</i></p> <p>Preparation for Exam Past papers, revision</p>			