

**KS4**

# Business Studies Key Stage 4 Curriculum Overview

**Autumn Term****Spring Term****Summer Term****Year 10**

- The dynamic nature of business
- Risk and Reward
- The Role of Business Enterprise
- Customer Needs
- Market Research
- Market Segmentation
- The Competitive Environment

- Business Aims and Objectives and why they change
- Business revenues, costs and profits
- Cash and cash flow
- Sources of business finance
- The options for start-up and small businesses
- Business location

- Business Plans
- Stakeholders
- Technology and business
- Legislation and business
- The economy and business
- External influences

**Year 11**

- Business growth
- Business and globalisation
- Ethics, the environment and business
- Marketing mix – product, price, promotion and place.
- Using the marketing mix to make decisions.
- Business Calculations

- Business operations
- Working with suppliers
- Managing quality
- The sales process
- Understanding business performance
- Organisational structures
- Effective recruitment

- Effective training and development
- Motivation
- Catch up and revision



KS5

# Business Studies Key Stage 5 Curriculum Overview

	Autumn Term	Spring Term	Summer Term
<b>Year 12</b>	<b>Theme 1:</b> Meeting customer needs The market Marketing mix and strategy  <b>Theme 2:</b> Raising finance Financial Planning Managing Finance	<b>Theme 1:</b> Marketing mix and strategy Entrepreneurs and leaders  <b>Theme 2:</b> Managing Finance Resource Management	<b>Theme 1:</b> Managing people  <b>Theme 2:</b> External influences Revision  <b>Theme 3:</b> Business objectives and strategy
<b>Year 13</b>	<b>Theme 3:</b> Business growth Decision-making techniques  <b>Theme 4:</b> Catch up from Theme 2 Globalisation Global markets and business expansion	<b>Theme 3:</b> Influences on business decisions Assessing competitiveness  <b>Theme 4:</b> Global marketing Global industries and companies (multinational corporations)	<b>Theme 3:</b> Managing change Revision and exam practice  <b>Theme 4:</b> Revision and exam practice