

Business Studies Curriculum Vision, Aims and Overview

At Harefield School, our Business curriculum aims to equip students with essential skills and knowledge applicable to the dynamic world of business. Our vision is to foster critical thinking and entrepreneurial spirit among learners.

Key Aims of Business at Harefield School:

- To develop an understanding of business concepts and terminology.
- To enhance decision-making skills through practical case studies.
- To analyse the impact of business decisions on wider society.
- To cultivate financial literacy essential for personal and professional contexts.
- To explore various career pathways within the business sector, ensuring students recognise real-world applications of their studies.

	Year 10	Year 11	Year 12
Autumn 1	<p>Unit 1.1 Enterprise and entrepreneurship</p> <ul style="list-style-type: none"> • 1.1.1 The dynamic nature of business • 1.1.2 Risk and reward • 1.1.3 The role of business enterprise <p>Unit 1.2 Spotting a business opportunity</p> <ul style="list-style-type: none"> • 1.2.1 Customer need • 1.2.2 Market research 	<p>Unit 2.2 Making marketing decisions</p> <ul style="list-style-type: none"> • 2.2.1 Product • 2.2.2 Price • 2.2.3 Promotion • 2.2.4 Place • 2.2.5 Integrating the marketing mix 	<p>3.1 What is a Business?</p> <ul style="list-style-type: none"> • 3.1.1 Understanding the nature and purpose of business. • 3.1.2 Understanding different business forms. • 3.1.3 Understanding the businesses operate with an external environment. <p>3.2 Managers, leadership and decision making.</p> <ul style="list-style-type: none"> • 3.2.1 Understanding management, leadership and decision making. • 3.2.2 Understanding management decision making This includes: The value of decision making. • 3.2.3 Understanding the role and importance of stakeholders. <p>3.3 Decision making to improve Marketing decisions.</p> <ul style="list-style-type: none"> • 3.3.1 Setting marketing objectives. • 3.3.2 Understanding markets and customers.
Autumn 2	<ul style="list-style-type: none"> • 1.2.3 Market segmentation • 1.2.4 The competitive environment <p>Unit 1.3 Putting a Business idea into practice</p> <ul style="list-style-type: none"> • 1.3.1 Business aims and objectives • 1.3.2 Business revenues, costs and profits 	<p>Unit 2.3 Making operational decisions</p> <ul style="list-style-type: none"> • 2.3.1 Business operations • 2.3.2 Working with suppliers • 2.3.3 Managing quality • 2.3.4 The sales process <p>Unit 2.4 Making financial decisions</p> <ul style="list-style-type: none"> • 2.4.1 Business calculations 	<ul style="list-style-type: none"> • 3.3.3 Making marketing decisions: segmentation, targeting, positioning. • 3.3.4 Making marketing decisions: using the marketing mix <p>3.4 Decision making to improve operational performance</p> <ul style="list-style-type: none"> • 3.4.1 Setting operational objectives

		<ul style="list-style-type: none"> 2.4.2 Understanding business performance 	<ul style="list-style-type: none"> 3.4.2 Analysing operational performance 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Making operational decisions to improve performance: improving quality
Spring 1	<ul style="list-style-type: none"> 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance <p>Unit 1.4 Making the business effective</p> <ul style="list-style-type: none"> 1.4.1 The options for startup and small businesses 1.4.2 Business locations 	<p>Unit 2.5 Making human resource decisions</p> <ul style="list-style-type: none"> 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation 	<ul style="list-style-type: none"> 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains <p>3.5 Decision making to improve financial performance</p> <ul style="list-style-type: none"> 3.5.1 Setting financial objectives 3.5.2 Analysing financial performance 3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash-flow and profits
Spring 2	<ul style="list-style-type: none"> 1.4.3 The marketing mix 1.4.4 Business plan <p>Unit 1.5 Understanding external influences on business</p> <ul style="list-style-type: none"> 1.5.1 Business stakeholders 1.5.2 Technology and business 	<p>Revision “Walk and Talk” Mock exams. Timed Exams for Theme 1 & Theme 2</p>	<p>3.6 Decision making to improve human resource performance</p> <ul style="list-style-type: none"> 3.6.1 Setting human resource objectives 3.6.2 Analysing human resource performance 3.6.3 Making human resource decisions: improving organisational design and managing the human resource flow 3.6.4 Making human resource decisions: improving employer-employee relations
Summer 1	<ul style="list-style-type: none"> 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences <p>Practice paper 1 to prepare for mocks.</p>	<p>Exams</p>	<ul style="list-style-type: none"> Review of year 1 content to prepare for end of year assessments. Practice papers <p>3.7 Analysing the strategic position of a business</p> <ul style="list-style-type: none"> 3.7.1 Mission Corporate objectives and strategy.
Summer 2	<p>Unit 2.1 Growing the Business</p> <ul style="list-style-type: none"> 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethical and environmental considerations 		<ul style="list-style-type: none"> 3.7.2 Analysing the existing internal position of a business to assess strengths & weaknesses: financial ratio analysis. 3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses 3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change - introduction. 3.7.5 Analysing the external environment to assess opportunities and threats: economic change