Curriculum Map for Business Studies Years 10 to 11

Year 10 Theme 1 Investigating a Small Business

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1.1 Enterprise and Entrepreneurship**  1.1.1 The dynamic nature of businesses  1.1.2 Risk and Reward  1.1.3 The role of Business Enterprise | **1.2 Spotting a Business Opportunity**  1.2.1 Customer Needs  1.2.2 Market Research  1.2.3 Segmentation  1.2.4 The Competitive Environment | **1.3 Putting a Business Idea into Practice**  1.3.1 Aims and Objectives  1.3.2 Revenues, costs and Profits  1.3.3 Cash and Cashflow  1.3.4 Sources of business finance | **1.4 Making the Start up Effective**  1.4.1 Start up options  1.4.2 Business Location  1.4.3 Marketing Mix  1.4.4 Business Plans | **1.5 Understanding External Influences on Business**  1.5.1 Stakeholders  1.5.2 Technology and Business  1.5.3 Legislation and Business  1.5.4 The Economy and Business |

**Delivery** follows the order suggested by the board as we feel this meets the needs of our pupils. The 1.3 unit is a challenging unit but the concepts are essential to allow pupils to develop understanding in other areas. Teaching in Year 10 also allows us to frequently revisit the concepts eg calculation starters, calculations in assessed pieces and 2.4 in Y11.

The pupils will develop **knowledge** in all 5 areas and increasingly be able to link this knowledge to other areas eg 1.2.1 Customer needs and the impact on 1.3.2 Revenue.

The **exam technique** focus will be on the command word Explain – 20% of the exam questions are explain and it’s essential they build this skill. Additionally, higher level command words are rooted in Explain technique. Explain is explicitly taught during 1.1 and other simpler command words are delivered through assessed homeworks and tests. Discuss and Analyse are delivered at the start of 1.4.

For **assessment**, every unit will have an assessed homework during delivery and an assessed test at the end. 1.5 won’t have an end of unit test due to the timing of the end of year exam With the exception of the first homework, all these pieces will be given a GCSE grade, which will inform the SIMs assessments. The end of unit exam is a modified Edexcel paper to reflect units covered.

Year 11 Theme 2 Building a Business

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **2.1 Growing the Business**  2.1.1 Business Growth  2.1.2 Changes in Aims and Objectives  2.1.3 Globalisation  2.1.4 Ethics and the Environment | **2.2 Making Marketing Decisions**  2.2.1 Product  2.2.2 Price  2.2.3 Promotion  2.2.4 Place  2.2.5 Marketing Mix | **2.3 Making Operational Decisions**  2.3.1 Business Operations  2.3.2 Working with suppliers  2.3.2 Managing Quality  2.3.4 Sales Process | **2.4 Making Financial Decisions**  2.4.1 Business Calculations  2.4.2 Understanding business performance | **2.5 Making Human Resource Decisions**  2.5.1 Organisational structures  2.5.2 Effective recruitment  2.5.3 Effective training and development  2.5.4 Motivation |

**Delivery** follows the order suggested by the board as we feel this meets the needs of our pupils. 2.4 contains more challenging financial concepts and so delivery closer to the final exam makes sense.

The pupils will develop **knowledge** in all 5 areas and increasingly be able to link this knowledge to other areas eg 2.2.1 Product and the impact on 2.3.1 Business Operations.

The **exam technique** focus will be developed and built on as key delivery lessons have taken place. Assessments will increasingly focus on the longer style questions such as justify and evaluate and this skills is taught explicitly in 2.1

For **assessment**, every unit will have an assessed homework during delivery and an assessed test at the end. All these pieces will be given a GCSE grade, which will inform the SIMs assessments. As this is the first year of delivery these assessments are time dependant and it may be that we don’t complete all of them. 2.4 is a much smaller unit and we may complete the end of unit assessment as a Team Assessment. The mock exam will be an official Edexcel Unit 1 paper covering 1.1 to 1.5 and an official Edexcel Unit 2 paper covering 2.1 to 2.5.