Business Studies: Curriculum Journey
Key Stage 4 - GCSE

SHERWOOD CHURCH ACADEMY

Year 10	
Autumn	Business in the real world What a business is and the reasons for starting a business. The term enterprise and what is meant by an entrepreneur. That businesses face a constantly changing business environment.
Spring	External influences on business The impact of the changing use of ICT and how it influences business activity. Identify and analyse where there may be a possible trade-off between ethics and profit.
Summer	Human Resources Organisational structures, Appropriateness of organisational structures, Centralisation and decentralisation.

Year 11	
Autumn	Operations To understand what is meant by job production.
Spring	Marketing The importance of identifying and satisfying customer needs. Types of segmentation. Purpose of market research. Methods of market research.
Summer	Finance Understand methods businesses use to raise finance. Analyse appropriateness of sources of finance. Understand the importance of cash to businesses.

Business Studies: Curriculum Journey
Key Stage 5 - A level

SHERWOOD CHURCH ACADEMY

Year 12	
Autumn	What is business? Understand why businesses exist, the relationship between business mission and aims, able to calculate and understand the importance of profit.
Spring	Operations Understand the value of setting operational objectives. Able to calculate and interpret labour productivity, unit costs (average costs), capacity, capacity utilisation.
Summer	Finance Explain the value of setting financial objectives. Explain external and internal influences on financial objectives and decisions.

Year 13	
Autumn	Analysing the strategic position of a business Strategic Direction
Spring	Implementing strategies Understand the reasons why businesses grow or retrench. Understand the difference between organic and external growth and how to manage and overcome the problems of growth or retrenchment.
Summer	Managing change and culture Understand causes and pressures for change and the value of change. Understand the value of a flexible organisation.

Business Studies: Curriculum Journey
Full Overview Year 10

SHERWOOD CHURCH ACADEMY

Autumn	Spring	Summer
Business in the real world What a business is and the reasons for starting a business. The term enterprise and what is meant by an entrepreneur. That businesses face a constantly changing business environment. What is meant by a business form and the benefits and drawbacks of different legal structures. The main aims and objectives for businesses. What is meant by a stakeholder and who the main stakeholders of a business are. What is meant by location. The reasons why businesses create plans. The concept of revenue, costs, profit and loss. The methods used by businesses when expanding.	External influences on business The impact of the changing use of ICT and how it influences business activity. Identify and analyse where there may be a possible trade-off between ethics and profit. How businesses and consumers accept greater environmental responsibility in their decision-making. How businesses might be affected by changes in the rate of interest. Identify how and why businesses might be affected by changes in levels of employment. How demand for products and services may change as incomes fluctuate. What is meant by globalisation. The impact of exchange rates on the profit and sales of those businesses that import and/or export. The impact of employment legislation on businesses. The impact of health and safety and consumer legislation on businesses. The meaning of a market and competition. The risks businesses face and the reasons why all businesses face uncertainty.	Human Resources Organisational structures, Appropriateness of organisational structures, Centralisation and decentralisation. The need for recruitment, Methods of recruitment and selection of employees, Contracts of employment, Importance of motivation in the workforce, Methods to motivate staff, Importance of training the workforce, Types of training undertaken by businesses.

Business Studies: Curriculum Journey
Full Overview Year 11

SHERWOOD CHURCH ACADEMY

Autumn	Spring	Summer
Operations To understand what is meant by job production. To understand what is meant by flow production. To understand when each method of production is appropriate. To understand how production might be made more efficient by the use of lean production techniques. To understand the factors affecting the choice of suppliers. To analyse the factors that affect the choice of supplier for a given business. To understand what procurement and logistics are and their effect on a business. To understand that customers have expectations of quality in terms of the production of goods and the provision of services. To analyse the techniques businesses use to provide good customer service. To understand the sales process. To understand the reasons why advances in ICT have allowed customer services to develop.	Marketing The importance of identifying and satisfying customer needs. Types of segmentation. Purpose of market research. Methods of market research. Purpose of market research. Methods of market research. Use of market research: information that may help decision making. Pricing methods. The factors that influence pricing decisions. Product. Product differentiation. The product life cycle. Product portfolio. Promotional methods. Promotional methods. Place (the different channels of distribution used by businesses. e-commerce and m-commerce. Integrated nature of the marketing mix. Using the marketing mix to inform and implement business decisions.	Finance Understand methods businesses use to raise finance. Analyse appropriateness of sources of finance. Understand the importance of cash to businesses. Interpreting cash flow forecasts. Able to articulate the difference between cash and profit. Understand basic financial terms and calculations. Able to calculate average rate of return. Able to interpret Break-even charts. Understand the purpose of financial statements and the components of financial statements. Interpretation of data given on financial statements.

Business Studies: Curriculum Journey
Full Overview Year 12

SHERWOOD CHURCH ACADEMY

Autumn	Spring	Summer
What is business? Understand why businesses exist, the relationship between business mission and aims, able to calculate and understand the importance of profit. Know the main forms of business, including sole traders, PLCs and Ltds as well as charities, not for profits and mutuals. Understand the difference between the public and private sector and the likely link with objectives. Able to analyse some external factors influencing a business, for example; competition, market conditions and demographic changes. Management, Leadership and Decision Making Unit: Understand the role of the manager, types of management and leadership styles, the effectiveness of different styles, theories of management and leadership (T&S and BM), management decision making based on intuition and/or scientific methods, the use of decision trees, risks, rewards, uncertainty and opportunity cost, influences on decision making, the role of stakeholders, stakeholder objectives, managing relationships with stakeholders.	Operations Understand the value of setting operational objectives. Able to calculate and interpret labour productivity, unit costs (average costs), capacity, capacity utilisation. Understand the benefits and difficulties of lean production. Understand how to use technology to improve operational efficiency. Understand the importance of quality and methods of improving quality. Understand how businesses manage inventory and supply chains Understand how to manage the supply chain effectively and efficiently and the value of this. Marketing Understand the value of setting marketing objectives, Able to analyse external and internal influences on marketing objectives and decisions. Understand the value of primary and secondary marketing research and the interpretation of marketing data, Understand the value of technology in gathering and analysing data for marketing decision making. Able to interpret price and income elasticity of demand data. Understand the process and value of segmentation, targeting and positioning. Able to analyse the elements of the marketing mix (7p's). Able to explain the value of product portfolio analysis and the product life cycle model including extension strategies.	Finance Explain the value of setting financial objectives. Explain external and internal influences on financial objectives and decisions. Can construct and analyse budgets and cash flow forecasts including variance analysis. Explain the value of budgeting. Can construct and interpret break even graphs. Apply break even analysis including break even output, margin of safety, contribution and total contribution. Analyse profitability including ratio analysis of gross profit, profit from operations and profit for the year. Explain how to analyse timings of cash inflows and outflows. Understand the terms payables and receivables. Explain how data is used for financial decision making and planning. Explain internal and external sources of finance. Explain advantages and disadvantages of different sources of finance for short/long term uses. Assess approaches for improving cash flow. Assess approaches for improving profitability. People Understand the value of setting human resource objectives. Able to calculate and interpret human resource data. Understand influences on job design and organisational design including influences on delegation, centralisation and decentralisation. Understand how managing the human resource flow helps meet human resource objectives. Understand the benefits of motivated and engaged employees and how to improve employee engagement and motivation including analysis of theories of motivation and financial/non financial methods of motivation. Understand how to manage and improve employer-employee communications and relations. Understand the value of good employer-employee relations.

Business Studies: Curriculum Journey
Full Overview Year 13

SHERWOOD CHURCH ACADEMY

Autumn

Analysing the strategic position of a business

Influences on the mission of a business, Internal and external influences on corporate objectives and decisions, The value of SWOT analysis, How to assess the financial performance of a business using balance sheets, income statements and financial ratios, The value of financial ratios when assessing performance, How to analyse data other than financial statements to assess the strengths and weaknesses of a business, The importance of core competences, Assessing short- and long-term performance, The value of different measures of assessing business performance, The impact of changes in the political and legal environment on strategic and functional decision making, The impact of changes in the UK and the global economic environment on strategic and functional decision making, Reasons for greater globalisation of business, The importance of globalisation for business, The importance of emerging economies for business, The impact of the social and technological environment on strategic and functional decision making, The pressures for socially responsible behaviour, Carroll's Social Responsibility Pyramid, Porter's five forces, Financial methods of assessing an investment, Factors influencing investment decisions, The value of sensitivity analysis.

Strategic Direction

Choosing which markets to compete in and what products to offer · Factors influencing which markets to compete in and which products to offer · The reasons for choosing and value of different options for strategic direction. Strategic direction to include the Ansoff matrix and value of market penetration, market development, new product development and diversification. Strategic positioning: choosing how to compete · How to compete in terms of benefits and price · Influences on the choice of positioning strategy · The value of different strategic positioning strategies · The benefits of having competitive advantage · The difficulties of maintaining competitive advantage. Strategic positioning to include Porter's low cost, differentiation and focus strategies · Bowman's strategic clock.

Business Studies: Curriculum Journey
Full Overview Year 13

SHERWOOD CHURCH ACADEMY

Spring

Implementing strategies

Understand the reasons why businesses grow or retrench. Understand the difference between organic and external growth and how to manage and overcome the problems of growth or retrenchment.

Understand the reasons why businesses grow or retrench. Understand the difference between organic and external growth and how to manage and overcome the problems of growth or retrenchment. Understand the impact of growth or retrenchment on the functional areas of a business. Able to assess methods of types of growth. Understand the pressures and value of innovation. Assess the ways of becoming an innovative organisation and how to protect innovation and intellectual property. Understand the impact of an innovation strategy on the functional areas of a business. Understand reasons for targeting, operating and trading with international markets. Assess factors influencing the attractiveness of international markets and ways of entering international markets.
Understand the influences on buying, selling and producing abroad. Understand ways of managing international business including pressures for local responsiveness and pressures for cost reduction. Able to assess greater use of digital technology and the pressures to adopt digital technology.

Business Studies: Curriculum Journey
Full Overview Year 13

SHERWOOD CHURCH ACADEMY

Summer

Managing change and culture

Understand causes and pressures for change and the value of change. Understand the value of a flexible organisation. Able to identify barriers to change and how to overcome barriers to change including use of Kotter and Schlesinger's models. Understand the importance of organisational culture and the influences on organisational culture.

Able to outline how to implement strategy effectively. Understand the value of leadership and communication in strategic implementation. Understand the importance of organisational structure in strategic implementation. Able to interpret and make alterations to a network analysis. Understand difficulties of strategic decision making and implementing strategy.

Know the difference between a planned v emergent strategy. Understand the strategic drift model. Understand the possible effect of the divorce between ownership and control. Able to evaluate strategic performance and explain the value of contingency planning.