

Business Studies

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Curriculum Intent: We teach Business to learn key design, marketing, sales and financial concepts which enable a critical understanding of organisations through numeracy skills, essay writing, creating arguments and evaluating decisions.

	Core Knowledge	Procedural Knowledge
Autumn Term 1	<p>Topic 1.1 Enterprise and Entrepreneurship</p> <p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship:</p> <ul style="list-style-type: none"> • The dynamic nature of business • Risk and reward • The role of business enterprise 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.
Autumn Term 2	<p>Topic 1.2 Spotting a Business Opportunity</p> <p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition. This will include:</p> <ul style="list-style-type: none"> • Customer Needs • Market Research • Market Segmentation • The Competitive Environment 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.
Spring Term 1	<p>Topic 1.3 Putting a Business Idea into Practice</p> <p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. This will include:</p> <ul style="list-style-type: none"> • Business Aims and Objectives • Business Revenues, Costs and Profits • Cash and Cash-Flow • Sources of Business Finance 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.

Spring Term 2	<p>Topic 1.4 Making the Business Effective</p> <p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan. This will include:</p> <ul style="list-style-type: none"> • The Options for Start-up and Small Businesses • Business Location • The Marketing Mix • Business Plans 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.
Summer Term 1	<p>Topic 1.5 Understanding External Influences on Business</p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences. This will include:</p> <ul style="list-style-type: none"> • Business Stakeholders • Technology and Business • Legislation and Business • The Economy • External Influences 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.
Summer term 2	<p>Topic 1.5 Understanding External Influences on Business</p> <p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences. This will include:</p> <ul style="list-style-type: none"> • Business Stakeholders • Technology and Business • Legislation and Business • The Economy • External Influences 	<p>Students will:</p> <ul style="list-style-type: none"> • Learn how to use quantitative and qualitative data when assessing business problems. • Learn to develop a critical understanding of organisations. • Learn to use their business knowledge to critically evaluate business ideas and problems and suggest solutions. • Learn how to structure exam answers in preparation for case studies and extended written responses.

Homework:

Set every two weeks with tasks ranging from notetaking, quizzes and their Knowledge Organiser. Homework may also include work from their Knowledge Books used in class - if these are lost pupils are expected to make up their notes to ensure there are no gaps in their learning ahead of their GCSE exams in Y11.

Assessment:

Retrieval tasks at the start of every lesson.

Worksheets and real-life case studies.

Exam questions and past papers over a sequence of learning.

The Edexcel GCSE business course consists of two externally examined papers, each paper covers a different Theme. Theme 1 is 'Investigating in a Small Business' and Theme 2 is 'Building a Business'.

Y10 Autumn Assessment Week

Topic 1.1 and Topic 1.2

Exam will be based entirely from Edexcel past paper exam questions to include Multiple choice questions, 3- and 6-mark questions and one case study.

Y11 Autumn Assessment Week

All Theme 1 content from Y10 and Topic 2.1 from Y11.

Exam will be based entirely from Edexcel past paper exam questions (Section B and Section C only) to include two case studies, questions ranging from 1-mark to 12-marks and calculations included but no multiple-choice questions.

Links to Personal Development:

In the future students may want to develop their own businesses and the GCSE business course will help them with the skills to do that.

There are more apprenticeships in business than any other curriculum areas.

Students will learn about some aspects of personal finance which will help with their personal development

How is my knowledge further developed at Key Stage Five?

Students revisit and develop further key concepts such as resource management, customer needs and globalisation. We also look at organisations on a larger scale such as Multi-national Corporations and Conglomerates, which provides useful insight for students wanting to further their study of Business at university and through apprenticeships.