



# CURRICULUM AREA STAFF

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# CURRICULUM INTENT

The main ambition of the Business Studies curriculum is to develop our students as **commercially minded citizens**. We hope that through an exciting and engaging curriculum, we can develop our students' capacity to expand their knowledge of business and develop their **ability to be enterprising**. Our curriculum aims to enable learners' to rise to the demands of a truly modern and evolving business environment. The curriculum is designed to spark imagination and inspire commercial thinking and to enhance our students' capacity to effectively take their place in the world of Business, should they wish to pursue a business career pathway beyond this qualification.

A GCSE qualification in Business Studies encourages students to be inspired, moved and challenged by following a broad, coherent, satisfying and worthwhile course of study and gain an insight into related sectors. The Business Studies GCSE

prepares students to make informed decisions about further learning opportunities and career choices. GCSE Business Studies enables students to:

- Actively engage in the study of Business to develop as effective and independent students and critical and reflective thinkers with enquiring minds
- Use an enquiring, critical approach to distinguish facts and opinions, to build arguments and make informed judgements
- Develop and apply their knowledge, understanding and skills to contemporary issues in a range of local, national and global contexts
- Appreciate the range of perspectives of different stakeholders in relation to Business activities
- Consider the extent to which Business activity can be ethical and sustainable

# CURRICULUM OVERVIEW

Year 10 Business Studies Curriculum					
Autumn Term		Spring Term		Summer Term	
Autumn 1		Spring 1		Summer 1	
<b>TOPIC: UNIT 1 BUSINESS IN REAL WORLD</b> <b>1.1, 1.2, 1.3</b> <b>WEEKS: 5 Weeks</b>		<b>TOPIC: UNIT 3 BUSINESS OPERATIONS 3.1, 3.2, 3.3, 3.4</b> <b>WEEKS: 5 Weeks</b>		<b>TOPIC: UNIT 2 INFLUENCES ON BUSINESS 2.1, 2.2, 2.3, 2.4</b> <b>WEEKS: 5 Weeks</b>	
KNOWLEDGE	ASSESSMENT	KNOWLEDGE	ASSESSMENT	KNOWLEDGE	ASSESSMENT
<ul style="list-style-type: none"> <li>- Purpose of business, Reasons for starting a business, basic functions and types of business, enterprise, dynamic nature of business,</li> <li>- Business ownership – what is sole trader, partnership, PLC, LTD and advantages and disadvantages of different types of business</li> <li>- Aims and objectives of business and why they may differ</li> </ul>	<p>Weekly definition tests</p> <p>Multiple choice/short answer (Knowledge) and case study (Skills)</p>	<ul style="list-style-type: none"> <li>- Production process, advantages and disadvantages of different methods, how production can be made more efficiently</li> <li>- Procurement – just-in-time v just-in-case, factors influencing choice of suppliers, value of effective supply chains</li> <li>- Quality to meet customer expectations, how to measure quality and identify problems, methods of maintaining quality TQM and costs and benefits</li> <li>- Customer service, methods, benefits of good customer service and dangers of poor customer service, how ICT can help</li> </ul>	<p>Weekly definition tests</p> <p>Multiple choice/short answer (Knowledge) and case study (Skills)</p> <p><b>MID-YEAR EXAM WHOLE-SCHOOL DATA COLLECTION POINT</b></p>	<ul style="list-style-type: none"> <li>- Information and communication technology and how businesses use e-commerce and digital communication</li> <li>- How ethical and environmental factors impacts business, sustainable methods and adv and disadvantages</li> <li>- Economic climate and impact of interest rates, exchange rates, income and spending</li> <li>- Globalisation its benefits and drawbacks, international competition and impact of exchange rates</li> </ul>	<p>Weekly definition tests</p> <p>Multiple choice/short answer (Knowledge) and case study (Skills)</p>
SKILLS		SKILLS		SKILLS	
Case study, short answers, multiple choice State/identify, explain and analyse questions		Case study, short answers, multiple choice State/identify, explain, analyse, recommend and evaluate questions			

Autumn 2		Spring 2		Summer 2	
<b>TOPIC: UNIT 1 BUSINESS IN REAL WORLD 1.4, 1.5, 1.6, 1.7</b> <b>WEEKS: 6 Weeks</b>		<b>TOPIC: UNIT 4 HUMAN RESOURCES 4.1, 4.2, 4.3, 4.4</b> <b>WEEKS: 6 Weeks</b>		<b>TOPIC: UNIT 2 INFLUENCES ON BUSINESS 2.5, 2.6</b> <b>WEEKS: 3 Weeks</b>	
KNOWLEDGE	ASSESSMENT	KNOWLEDGE	ASSESSMENT	KNOWLEDGE	ASSESSMENT
<ul style="list-style-type: none"> <li>- Stakeholders in business, objectives of stakeholders and impact and influence they have,</li> <li>- Business location and why it is important, Business planning and basic financial terms</li> <li>- Expanding a business, methods, benefits and drawbacks</li> </ul>	Weekly definition tests <b>CHAPTER REVIEW -</b> Multiple choice/short answer (Knowledge) and case study and calculations (Skills)	<ul style="list-style-type: none"> <li>- Different organisational structures and how they affect the business, roles and responsibilities, advantages and disadvantages of centralisation and decentralisation</li> <li>- Recruitment, methods, stages and benefits of effective recruitment process, contract of employment</li> <li>- Motivation, benefits to businesses and methods of motivation.</li> <li>- Training types, why important and advantages and disadvantages</li> </ul>	Weekly definition tests <b>CHAPTER REVIEW -</b> Multiple choice/short answer (Knowledge) and case study	<ul style="list-style-type: none"> <li>- Legislation and how employment and health and safety laws affect businesses, laws to protect consumer rights</li> <li>- Market and competition, risks and uncertainties and minimising risks</li> </ul>	Weekly definition tests  Multiple choice/short answer (Knowledge) and case study with calculations (Skills)
SKILLS	<b>END OF CHAPTER TEST</b>	SKILLS	<b>END OF CHAPTER TEST</b>	SKILLS	<b>AQA PAPER 1</b> <b>END OF YEAR EXAM</b> <b>WHOLE-SCHOOL DATA COLLECTION POINT</b>
Case study, short answers, multiple choice, basic calculations State/identify, explain, analyse, recommend and evaluate questions		Case study, short answers, multiple choice State/identify, explain, analyse, recommend and evaluate questions		Case study, short answers, multiple choice, basic calculations State/identify, explain, analyse, calculate, recommend and evaluate questions	

<b>Year 11 Business Studies Curriculum</b>					
<b>Autumn Term</b>		<b>Spring Term</b>		<b>Summer Term</b>	
<b>Autumn 1</b>		<b>Spring 1</b>		<b>Summer 1</b>	
<b>TOPIC: REVIEW UNIT 1 AND 2</b> <b>WEEKS: 2 Weeks</b>		<b>TOPIC: REVIEW UNIT 3 AND 4</b> <b>WEEKS: 2 Weeks</b>		<b>TOPIC: REVISION UNIT 5 AND 6</b> <b>WEEKS: 2 WEEKS</b>	
<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>
Revision mind maps Revision maps	CGP – Exam practice workbook	Revision mind maps Revision maps	CGP – Exam practice workbook	Revision mind maps Revision maps	CGP – Exam practice workbook
<b>SKILLS</b>		<b>SKILLS</b>		<b>SKILLS</b>	
Exam style questions		Exam style questions		Exam style questions	
<b>TOPIC: UNIT 5 MARKETING 5.1, 5.2</b> <b>WEEKS: 3 Weeks</b>		<b>TOPIC: UNIT 6 FINANCE 6.1, 6.2</b> <b>WEEKS: 3 Weeks</b>		<b>TOPIC: FINAL EXAM PRACTICE</b> <b>WEEKS: 2 Weeks</b>	
<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>
- Identifying a business opportunity, increase sales and marketing mix - Market segmentation, different ways and benefits of segmentation	Weekly definition tests Multiple choice/short answer (Knowledge) and case study (Skills)	- Importance and sources of finance, advantages and disadvantages of sources depending on circumstances - Cash flow, importance to business, interpret cash flow forecasts	Weekly definition tests  Multiple choice/short answer (Knowledge) and case study (Skills)	Any final misconceptions	<b>AQA PAPER 1 AND PAPER 2</b>
<b>SKILLS</b>		<b>SKILLS</b>		<b>SKILLS</b>	
Case study, short answers, multiple choice State/identify, explain and analyse questions		Case study, short answers, multiple choice, basic calculations – include test on marketing		Case study, short answers, multiple choice, basic calculations Exam technique	

		State/identify, explain and analyse questions			
<b>Autumn 2</b>		<b>Spring 2</b>		<b>Summer 2</b>	
<b>TOPIC: UNIT 5 MARKETING 5.3, 5.4, 5.5, 5.6</b> <b>WEEKS: 6 Weeks</b>		<b>TOPIC: UNIT 6 FINANCE 6.3, 6.4</b> <b>WEEKS: 4 Weeks</b>		<b>TOPIC:</b> <b>WEEKS:</b>	
<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>	<b>KNOWLEDGE</b>	<b>ASSESSMENT</b>
- Purpose of market research, maths used in market research, primary and secondary research - Marketing mix, factors that influence it, importance of product in marketing mix, significance of price - Promotion activities enable growth, selecting promotional mix, and importance and influences on distribution	Weekly definition tests  Multiple choice/short answer (Knowledge) and case study with calculations (Skills)	- Financial terms and calculations, investment and break-even charts - Financial statements, components, interpretation and importance	Weekly definition tests  Multiple choice/short answer (Knowledge) and case study with calculations (Skills)		<b>FINAL EXAMS</b>
<b>SKILLS</b>	<b>AQA</b> <b>PAPER 1</b> <b>MOCK EXAM 1</b> <b>WHOLE-SCHOOL DATA COLLECTION POINT</b>	<b>SKILLS</b>	<b>AQA</b> <b>PAPER 2</b> <b>MOCK EXAM 2</b> <b>WHOLE-SCHOOL DATA COLLECTION POINT</b>	<b>SKILLS</b>	
Case study, short answers, multiple choice State/identify, explain, analyse, calculate, recommend and evaluate questions Exam technique		Case study, short answers, multiple choice, basic calculations State/identify, explain, analyse, calculate, recommend and evaluate questions Exam technique			

# CURRICULUM SEQUENCING

Business Studies GCSE has been developed to be completed in two years of study at KS 4. Units 1, 2, 3, and 4 are examined through Paper 1 and Units 1, 2, 5 and 6 are examined through Paper 2. By completing the first four Units in Year 10 it allows me to set an AQA Paper 1 exam as the end of year exam. The final two Units can be completed by the final mock exam which enables me to set an AQA Paper 2 exam. The course is sequenced according to the AQA syllabus. The only Unit I have decided to change this sequencing for, is Unit 2 Influences on Business. This Unit needs an understanding of the different parts of the business to truly appreciate and comprehend how external influences impact on the business. Unit 3 and 4 provide this understanding of businesses and gives a foundation of knowledge and understanding prior to learning Unit 2.

## EXAM INFORMATION FOR GSCE QUALIFICATIONS IN THIS SUBJECT AREA

Click each link below to view the full specification:

[AQA | GCSE | Business | Specification at a glance](#)