

## Business Studies curriculum mapping document: Year 10

Overall Curriculum Goals					
<ul style="list-style-type: none"> <li>• Understand what a business is and why businesses exist               <ul style="list-style-type: none"> <li>• Understand business ownership</li> <li>• Gain a practical understanding of business operations</li> </ul> </li> <li>• Understand the related concepts of profit, loss and break-even</li> <li>• To understand that marketing is a critical function of a business               <ul style="list-style-type: none"> <li>• To be able to weigh up the benefits and drawbacks of different methods of market research                   <ul style="list-style-type: none"> <li>• To understand why organisations need to recruit employees and how this can best be done</li> </ul> </li> <li>• To develop an understanding of why organisational structures are required and how positions are filled</li> </ul> </li> <li>• To be aware of various types of employment contracts, why they are important and the benefits and drawbacks of each</li> </ul>					
Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<b>Basic theory: introduction</b> <ul style="list-style-type: none"> <li>• The purpose of business</li> <li>• Good and services</li> <li>• Needs and wants</li> <li>• Factors of production</li> <li>• Opportunity cost</li> <li>• The three sectors of economy and the chain of production.</li> <li>• To understand the term enterprise and what is meant by an entrepreneur.</li> <li>• To outline the characteristics of an entrepreneur.</li> <li>• To outline the objectives of an entrepreneur.</li> <li>• To understand that businesses face a constantly changing business environment.</li> </ul>	<b>Business ownership</b> <ul style="list-style-type: none"> <li>• Sole traders</li> <li>• Partnerships</li> <li>• Private limited companies</li> <li>• Public limited companies</li> <li>• Not-for-profit organisations</li> </ul> <b>Stakeholders</b> <b>Business location</b>  <b>Business operations</b> <ul style="list-style-type: none"> <li>• Production processes</li> <li>• Procurement</li> <li>• Quality</li> <li>• Customer service</li> </ul>	<b>Marketing</b> <ul style="list-style-type: none"> <li>• Marketing: the importance of identifying and satisfying customer needs.</li> <li>• Segmentation</li> <li>• Primary and secondary research: primary research activity</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing mix</li> <li>• Overview: integration</li> <li>• Product</li> <li>• Product differentiation</li> <li>• Product life cycle</li> <li>• The Boston Matrix</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing mix: price</li> <li>• Promotion</li> <li>• Place</li> <li>• E-commerce &amp; m-commerce</li> </ul> <ul style="list-style-type: none"> <li>• Year 10 exam</li> <li>• Feedback and review</li> <li>• Ethics</li> <li>• Globalisation and exchange rates</li> <li>• Legislation</li> <li>• Competitive environment</li> </ul>	<b>Human resource management</b> <ul style="list-style-type: none"> <li>• Recruitment and selection</li> <li>• Organisational structures</li> <li>• Contracts of employment</li> </ul>
Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas
Goods, services, tangible, intangible, needs, wants, primary, secondary, tertiary, adding value, interdependence,	Flow, job, JIT, JAC, reliability, efficiency, supply chain management, TQM, reputation, e-commerce, m-commerce.	Creating a positive experience for the customer), and post sales services (e.g., user training, help lines, servicing),	Boston Matrix, Maturity, USP, Dog, Star, Problem Child, cash cow, extension, saturation, introduction, brand image,	Price Skimming, price penetration, competitive, loss leader, cost plus, e-commerce, m-commerce, promotion, sales	Recruitment and selection, internal, external, person specification, job description, job analysis, part time, full time,

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<p>manufacturing, extraction, entrepreneur, enterprise, land, labour, capital, consumer. Dynamic nature is limited at this stage as it is revisited in Y11. Limited liability, unlimited liability, incorporation, shareholder, AGM, dividend, capital gain, board of directors, managing director, CEO, annual report, management and control, sources of finance. The key idea is that business exist to satisfy the wants and needs of consumers. They do this by providing goods and / or services. These products are made from the four factors of production. Value is added throughout the production chain so that the final product is worth more than its inputs.</p>		<p>target market, customer loyalty, marketing, qualitative market research, quantitative market research, segmentation. Finding out what the customer wants and giving it to them is a key source of competitive advantage.</p>	<p>target market, extension strategies, market share, product portfolio. Marketing is about getting the right product in the right place at the right time for the right price.</p>	<p>promotion, advertising, channel of distribution. Price suggests things about a product.</p>	<p>zero hours, job share. Span of control, chain of command, delayering and delegation, tall, flat, centralised, de-centralised, job share, salary, wage, commission and profit sharing, styles of management</p>
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## Business Studies Curriculum Mapping Document: Year 11

Overall Curriculum Goals					
<ul style="list-style-type: none"> <li>• Understand the related concepts of profit, loss and break-even               <ul style="list-style-type: none"> <li>• To be able to explain the difference between cash flow and profit and why cash flow is more important in some cases                   <ul style="list-style-type: none"> <li>• To understand that different sources of finance have benefits and drawbacks</li> <li>• To be aware of the way in which a business behaves influences consumers</li> </ul> </li> </ul> </li> <li>• To understand that businesses operate in a dynamic external environment and must deal with unexpected changes. Responding to change requires all functional areas of the business to work together               <ul style="list-style-type: none"> <li>• To be able to assess the performance of a business over time by analysing various financial accounts – developing numeracy skills</li> </ul> </li> </ul>					
Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<ul style="list-style-type: none"> <li>• Motivation</li> <li>• Training</li> <li>• Cash flow forecasts</li> <li>• Break even analysis</li> <li>• Average rate of return</li> </ul>	<ul style="list-style-type: none"> <li>• Purpose of financial statements</li> <li>• Components of financial statements</li> <li>• Interpretation of data given on financial statements</li> <li>• Sources of finance</li> <li>• Impact of operating in competitive markets. Uncertainty and risks businesses face</li> </ul>	<ul style="list-style-type: none"> <li>• The economic climate and business</li> <li>• Environmental consideration on business</li> <li>• Sustainability</li> <li>• Expanding a business</li> <li>• Problems and benefits associated with expansion</li> <li>• Technology - e-commerce &amp; digital communication</li> </ul>	<ul style="list-style-type: none"> <li>• Dynamic nature of business</li> <li>• Business planning activity</li> <li>• Setting aims and objectives</li> <li>• Revision, review, exam practise.</li> </ul>	<ul style="list-style-type: none"> <li>• Revision, review, exam practise.</li> </ul>	
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<p>Importance of training, greater responsibility and fringe benefits, induction training, on the job, off the job. Why do businesses have internal organisational structures? Should firms try to motivate workers? Unit cost, price, costs, quality, raw materials, productivity, total revenue, total cost, profit, loss. Cash, closing balance, opening balance, net cash flow, cash flow problem, cash inflows, cash outflows, speeding up cash in, slowing down cash out. Cash is not profit: many profitable businesses become insolvent due to a shortage of cash.</p>	<p>Statement of financial position, income statement, gross profit margin, net profit margin, assets, liabilities. internal, external, retained profit, share issue, loan, mortgage, assets, overdrafts, trade credit, hire purchase, government grants. survival, profit maximisation, assets, liabilities</p>	<p>Interest rates, consumer spending, level of unemployment, costs and benefits, sustainability, environment, merger, takeover, organic growth, external growth, franchising, e-commerce, outsourcing, economies of scale, diseconomies of scale, purchasing economies of scale, technical economies of scale, communication, and coordination diseconomies of scale.</p>	<p>External environment. Businesses attempt to control their external environment, but this is very difficult as it changes rapidly and in unpredictable ways. Business planning can help.</p>		
<p><b>CIAG: Aside from explicit reference to the wide range of jobs available in organisations, students gain a deep understanding of how organisations operate.</b></p>					