

Business Studies Curriculum

St Thomas More High School



1 Click here to see Careers links with Business Studies

Super curriculum information KS4 (Y9)

Super curriculum information KS4 (Y10/11)

Super curriculum information KS5 (Y12/13)

Business Studies – Year 9

	Autumn Term	Spring Term	Summer Term
Topics	Unit 1 – The Business World Purpose of Business Reasons for starting a business Basic functions and types of business Business enterprise and entrepreneurship Dynamic nature of business Business Ownership What are business aims and objectives? Purpose of setting objectives Role of objectives in business Changing objectives Use of objectives in judging success Stakeholders	Unit 1 – The Business World Location Business Planning Methods of Expansion Unit 4 Human Resources Organisational Structures Centralisation and decentralisation The Need for Recruitment	Unit 4 Human Resources The Need for Recruitment Methods of recruitment and selection of employees Contracts of employment Importance of motivation in the workforce Methods to motivate staff Types of training undertaken by business
Exam Specification	3.1.1 3.1.2 3.1.3 3.1.4	3.1.5 3.1.6 3.1.7	3.4.1 3.4.2 3.4.3 3.4.4
Assessment	Baseline Assessment MINI TEST - Business Ownership	Unit 1 Assessment	Unit 4 Assessment End of year assessment – Unit 1 and 4

SUPERCURRICULUM – A Level Business/ (Key Stage 4 Transition – aimed at year 9!)




Super curricular activities are those that take your regular curriculum *further*. They take the subjects you study in the classroom *beyond* that which your teacher has taught you or what you've done for home learning. For example, you may go into more depth on something you picked up in the classroom or learn about a new topic altogether.

These activities are normally in the form of extra reading, but they can take many other forms, like watching videos online, downloading podcasts, attending lectures, visiting museums or entering academic competitions.

Engaging in super curricular activities will help you develop a love for your favourite subject or subjects. In this booklet, there are a range of activities, suggested by your teachers. They are by no means exhaustive lists but should get you started. I would encourage you to share ideas and opportunities you come across with your teachers so that, over time, the recommended activities in this booklet can grow.

In the future, employers or universities will be interested to hear about what super curricular activities you have engaged in; they will be interested in what you have learnt and impressed by your efforts.

I wish you well in your pursuit of super curricular activities!

<p>Books</p> 	<p>Rich Dad, Poor Dad – Robert Kiyosaki You are Awesome – Matthew Syed The Everything Store (based on Amazon) – Brad Stone Unreasonable Success and how to achieve it: unlocking nine secrets of people who changed the world – Richard Koch Think and Grow Rich – Napoleon Hill</p>
<p>Websites</p> 	<p>What is the stock market? Follow Link 1 (below) What is the FTSE 100? Find a company you know in it. What is the S&P 500? Find a company you know in it. Explore the Bank of England educational website. Follow Link 5 (below) What is inflation? Why is it important? Follow Link 7 (below) What are interest rates? Why are they important? Follow Link 8 (below) What is globalisation? Follow Link 9 (below) Read the latest economics news on the BBC website. Follow Link 6 (below)</p>
<p>Videos/TV</p> 	<p>Stacey Dooley 9 - 5 The Apprentice Dragons Den Business Nightmares The Founder Watch the BBC iplayer episode inside a biscuit factory. Find out how they are made. Follow Link 4 (below)</p>

<p>Podcasts</p> 	<p><i>The Teen Entrepreneur Podcast</i> <i>Teens Biz Talk</i> <i>Money Making Millennials – Jonah Wilson</i> <i>The Mowtivated Lawncare Show – Young and Teen</i> <i>How the made their millions</i> <i>Lunatic traffic: success secrets as a teen entrepreneur</i></p>
<p>Other Activities</p> 	<p>Why do you think Luxury UK fashion brand Burberry are looking to attract a younger, more diverse audience through an advertising partnership with Manchester United footballer Marcus Rashford? Follow Link 2 (below) – Write a research report. 500 words Think a small business idea that would be successful this summer. Create a plan. Which businesses have been the winners and losers of the Global Pandemic. Explain why. (200 words)</p>
<p>Visits (places to see)</p> 	<p>Coca Cola, Edmonton Museum of Brands and Branding, London Cadbury World, Birmingham Bank of England, Threadneedle Street, London</p>
<p>Research</p> 	<p>Read the latest business news on the BBC website. Follow Link 3 (below) Which is worth more £1 or \$1? Find out the current exchange rate. (What effect can this have on people here and abroad?)</p>

Links to websites used in this Super-Curricular Pre-GCSE Activities sheet:

Link 1: https://en.wikipedia.org/wiki/Stock_market

Link 2: [https://www.theguardian.com/business/2021/jan/20/burberry-european-sales-slump-but-marcus-rashford-ads-widenappeal-](https://www.theguardian.com/business/2021/jan/20/burberry-european-sales-slump-but-marcus-rashford-ads-widenappeal-covid?utm_source=dlvr.it&utm_medium=twitter)

[covid?utm_source=dlvr.it&utm_medium=twitter](https://www.theguardian.com/business/2021/jan/20/burberry-european-sales-slump-but-marcus-rashford-ads-widenappeal-covid?utm_source=dlvr.it&utm_medium=twitter)

Link 3: <https://www.bbc.co.uk/news/business>

Link 4: <https://www.bbc.co.uk/iplayer/episodes/b07mddqk/inside-the-factory>

Link 5: <https://www.bankofengland.co.uk/education>

Link 6: <https://www.bbc.co.uk/news/business/economy>

Link 7: <https://www.bbc.co.uk/news/business-55729988>

Link 8: <https://www.bbc.co.uk/news/business-51962982>

Link 9: <https://en.wikipedia.org/wiki/Globalization>

	Autumn Term	Spring Term	Summer Term
Topics	Unit 3 – Business Operations Methods of production – job and flow production Efficiency in production – lean production Efficiency in production – JIT Managing stock (JIT and JIC) Factors affecting choice of supplier The effects of procurement and logistics on a business The value of supply chain management Consequences of quality issues Managing quality issues Costs and benefits of maintaining quality Methods of customer service Dangers of bad customer service and use of ICT	Unit 2 – Influences in Business Impact of technology and changing use of IT E-commerce and digital communication Ethical considerations Environmental considerations and sustainability Interest rates Employment and unemployment Consumer spending How businesses compete internationally Exchange rates Employment law and Health and Safety law Impact on businesses of operating in competitive markets	Unit 5 Marketing Uncertainty and risks Importance of identifying customers and satisfying customer needs Types of segmentation Purpose of Market Research Types of Market Research Use of market research information to help decision making Pricing methods Factors that influence pricing decisions Product/product differentiation Product lifecycle
Exam Specification	3.3.1 3.3.2 3.3.3 3.3.4	3.2.1 3.2.2 3.2.3 3.2.4	3.5.1 3.5.2 3.5.3
Assessment	Unit 3 Unit Assessment	Unit 2 Unit Assessment	Unit 5 Unit Assessment End of year exam – PAPER 1 FORMAT (units 1, 2, 3, 4)

	Autumn Term	Spring Term	Summer Term
Topics	Unit 5 - Marketing (contd) Product portfolio Promotional methods Factors influencing choice of promotional mix Place (the different channels of distribution used by businesses) E-commerce and M-commerce Integration of the marketing mix and using it to make decisions Unit 6 – Finance Methods businesses use to raise finance Appropriateness of sources of finance for different things Importance of cash to a business Interpreting cash flow and cash flow forecasts Difference between cash and profit Basic financial calculations ARR	Unit 6 – Finance Breakeven Purpose of financial statements Components of financial statements Interpretation of data given on financial statements REVISION of key tricky topics <ul style="list-style-type: none"> - U1 Dynamic nature of business - U2 Interest Rates - U2 Employment and Unemployment - U2 Consumer Spending - U2 Competing Internationally - U2 Exchange Rates - U3 Economies of Scale - U6 Cash Flow - U6 Break Even - U6 Basic financial calculations - U6 ARR 	Exam Season
Exam Specification	3.5.4 3.6.1 3.6.2	3.6.3 3.6.4	
Assessme	Unit 5 Unit Assessment PAPER 1 FORMAT (Units 1, 2, 3 and 4)	Unit 6 Unit Assessment PAPER 2 FORMAT (Units 1, 2, 5 and 6)	PAPER 2 FORMAT (Units 1, 2, 5 and 6)



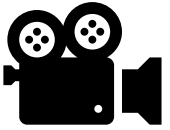
	Autumn Term	Spring Term	Summer Term
Topics	3.1.1 Understanding the nature and purpose of business 3.1.2 Understanding different business forms 3.1.3 Understanding that businesses operate within an external environment 3.2.1 Understanding Mgt, leadership and DM 3.2.2 Understanding Mgt DM 3.2.3 Understanding the role and importance of stakeholders 3.3.1 Setting marketing objectives 3.3.2 Understanding markets and customers 3.3.3 Making marketing decisions 3.3.4 Making marketing decisions and M Mix 3.6.1 Setting HR objectives 3.6.2 Analysing HR Performance	3.6.3 Making HR decisions: improving organisational design and managing HR flow 3.6.4 Making HR decisions: improving motivation and engagement 3.6.5 Making HR Decisions: improving employer-employee relations 3.4.1 Setting Operational Objectives 3.4.2 Analysing operational performance 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Making operational decisions to improve performance: improving quality 3.4.5 Making operational decisions to improve performance: managing inventory and supply chains 3.5.1 Setting financial objectives 3.5.2 Analysing financial performance	3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits Revision of complex topics - Decision trees - Price Elasticity and Income Elasticity of Demand - Cash flow - Budgeting - Break Even Charts - Calculations 3.8.1 Strategic direction: choosing which markets to compete in and what products to offer 3.8.2 Strategic positioning: choosing how to compete
Exam Specification	Unit 1 – 3.1.1 – 3.1.3 Unit 2 – 3.2.1 - 3.2.3 Unit 3 – 3.3.1 – 3.3.4 Unit 6 – 3.6.1 – 3.6.2	Unit 6 – 3.6.3 -3.6.5 Unit 4 – 3.4.1 – 3.4.5 Unit 5 – 3.5.1 – 3.5.2	Unit 5 – 3.5.3 -3.5.4 Unit 8 – 3.8.1 – 3.8.2
Assessment	Baseline Assessment Unit 1 Unit Assessment Unit 2 Unit Assessment Unit 3 Unit Assessment	Unit 4 Unit Assessment Unit 6 Unit Assessment	Unit 5 Unit Assessment Unit 8 Unit Assessment End of year transition exam – Unit 1 – 6 only




	Autumn Term	Spring Term	Summer Term
Topics	3.7.1 Mission, corporate objectives and strategy 3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: Financial ratio analysis 3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance 3.7.4 Analysing the external environment to assess opportunities and threats: political and legal change 3.7.5 Analysing the external environment to assess opportunities and threats: economic change 3.7.6 Analysing the external environment to assess opportunities and threats: social and technological 3.7.7 Analysing the external environment to assess opportunities and threats: the competitive environment 3.7.8 Analysing strategic options: investment appraisal 3.9.1 Assessing a change in scale	3.9.2 Assessing Innovation 3.9.3 Assessing internationalisation 3.9.4 Assessing greater use of digital technology 3.10.1 Managing change 3.10.2 Managing organisational culture 3.10.3 Managing strategic implementation 3.10.4 Problems with strategy and why strategies fail Review of complex topics - Decision trees - Price Elasticity and Income Elasticity of Demand - Calculations - Ratio Analysis - Economic changes - Network Analysis	EXAM SEASON
Exam Specification	Unit 7 – 3.7.1 – 3.7.8 Unit 9 – 3.9.1	Unit 9 – 3.9.2 – 3.9.4 Unit 10 – 3.10.1 – 3.10.4	
Assessment	Unit 7 Unit Assessment Assessment Opportunity – Paper 1 format	Unit 9 Unit Assessment Unit 10 Unit Assessment MOCK EXAMS Paper 1 and Paper 2	MOCK EXAM Paper 3

SUPERCURRICULUM – GCSE Business (Key Stage 4)



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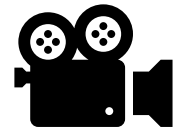

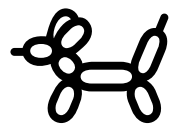


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	<p>The Business Book (Big Ideas) DK Alan Sugar, What you see is what you get. Finding my virginity, Richard Branson The Economics Book (Big Ideas) DK Fifty things that made the modern economy (Tim Harford) The Undercover Economist, Tim Harford How an economy grows and why it crashes, Schiff Crime and Economics, Albertson Soccernomics, Kuper</p>
<p>Websites</p> 	<p>The Internet of Things: Probably the most pervasive trend is the Web of Things, where just about everything we interact with becomes a computable entity. Research how future developments in this area may change or revolutionise our lives even further.</p> <ul style="list-style-type: none"> - BCSE Business Bitesize- https://www.bbc.com/bitesize/subjects/zpsvr82 - https://revisionworld.com/gcse-revision/business-studies - Quizlet- https://quizlet.com/22904227/edexcel-gcse-business-studies-unit-1-showing-enterprise-flash-cards/ - YouTube channel EduKate- https://www.youtube.com/watch?v=Rthtd3YdsiY&list=PLp8qK4YahCcMSXowz26cre3FGjVKQwksX - BBC Teach Business YouTube Chanel - https://www.youtube.com/watch?v=sfXMfm6XiOM - Business Tutor2u YouTube channel- https://www.youtube.com/watch?v=0srjdRDh99Y&list=PLp8BSCLLWBUDfUuEBoEUbbja0I1y4umBn - Business Blogs - Student Room- https://www.thestudentroom.co.uk/gcse/subjects/business-studies/ Business GCSE Pod https://www.gcsepod.com/gcsepod_content/business-studies/ - Business Bee- http://www.beebusinessbee.co.uk/index.php/pages/223-beebusinessbee-for-business-students
<p>Videos/TV</p> 	<p>The Big Short (2015) Alex Polizzi The Fixer The Secret World of Lego, 4od The Apprentice Dragons Den Business Nightmares Inside Job (2010) Freakonomics (2010) Steve Jobs (2015) TED Talk Programming Your Mind for Success https://goo.gl/WSrHGw TED Talk What if there was no advertising https://goo.gl/Pycii2</p>

	<p>The Nine to Five with Stacey Dooley - BBC iplayer Tricky Business - https://www.channel4.com/programmes/tricky-business (4OD) Beauty Laid Bare - BBC IPlayer The True Cost - Netflix Broken – Episode on IKEA - Netflix Inside Cadbury chocolate secrets unwrapped https://www.youtube.com/watch?v=BB3IJuMNUEk Food unwrapped - Channel 4 on demand Inside the supermarket - https://www.youtube.com/watch?v=_qwucutFTsQ Panorama amazon: what they know about us – Iplayer BBC Panorama Amazon The Truth Behind the Click – https://www.youtube.com/watch?v=JwrUYS9UTeU</p>
<p>Podcasts</p> 	<p><i>The Teen Entrepreneur Podcast</i> <i>Teens Biz Talk</i> <i>Money Making Millennials – Jonah Wilson</i> <i>The Mowtivated Lawncare Show – Young and Teen</i> <i>How the made their millions</i> <i>Lunatic traffic: success secrets as a teen entrepreneur</i></p>
<p>Other Activities</p> 	<ul style="list-style-type: none"> - Anyone can do it – Duncan Bannatyne - The Rise And Fall Of Marks & Spencer: ..and How It Rose Again – Judi Bevan - What You See Is What You Get: My Autobiography by Alan sugar - Management in ten words by Terry Leahy - Screw it lets do it – Richard Branson - https://www.youtube.com/watch?v=h9FkeyvdA2M - The Virgin Way – Richard Branson - Audio Book FREE - https://www.youtube.com/watch?v=5wz40rdz7i4 - The New One Minute Manager – Blanchard & Johnson - Audio Book FREE - https://www.youtube.com/watch?v=ar4lrwXM4ao - Wake Up and Change Your Life by Duncan Bannatyne - https://www.youtube.com/watch?v=zqLVkMeJwE4&list=PLosYlgqowJvECmirOpdII_Ynw5Lb4M-Tf&index=10&t=0s
<p>Visits (places to see)</p> 	<p>Coca Cola, Edmonton Museum of Brands and Branding, London Cadbury World, Birmingham Bank of England, Threadneedle Street, London</p>

SUPERCURRICULUM – A Level Business/ (Key Stage 5)

<p>Books</p> 	<ul style="list-style-type: none"> - How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions – Rachel Bridge - The Tipping Point: How Little Things Can Make a Big Difference – Malcolm Gladwell - The Google Story – David A. Vise - The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer – Jeffrey Liker - Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours – Tarun Khanna - Business Stripped Bare: Adventures of a Global Entrepreneur – Sir Richard Branson - Sun Tzu – The Art of War for Managers: 50 Strategic Rules Updated for Today's Business – Gerald A. Michaelson - The Intelligent Investor – Benjamin Graham - No Logo – Naomi Klein - House of Cards: How Wall Street's Gamblers Broke Capitalism – William D Cohan
<p>Websites</p> 	<p>The BBC news website is worth a daily visit, particularly the Business tab. Build in listening to the Today programme on Radio 4 (Mon - Sat 6:00am – 9:00am) into your morning routine. The Times, Guardian, Telegraph, and Independent all have good coverage of business. The Guardian and Telegraph on Saturday, and the Times on Sunday are particularly strong on economic news as is the Financial Times.</p>

<p>Videos</p> 	<p>Pepsi vs Coke – Amazon prime video</p> <p>Jobs Vs Gates: The Hippie And The Nerd – Amazon prime video</p> <p>Starbuck unfiltered – Amazon prime video</p> <p>Facebook – Cracking the code – Amazon prime video</p> <p>Data centre the true cost of the internet – Amazon prime video</p> <p>Learn From The Experts - Jeff Bezos, Amazon Founder – Amazon prime video</p> <p>Learn From The Experts - Elon Musk, Tesla and SpaceX – Amazon prime video</p> <p>The millennial dream – Amazon prime video</p> <p>Business mindset for success – Amazon prime video</p> <p>Steve jobs – Billion Dollar Hippie – Netflix</p> <p>American Factory – Netflix</p>
<p>Podcasts</p> 	<p>The Good Business Podcast - Good Business Podcast Queen's Management School Queen's University Belfast (qub.ac.uk)</p> <p>TED Business</p> <p>TED Talks Business</p> <p>Bloomberg Business Week</p> <p>TED Talks - Economics</p>
<p>Other Activities</p> 	<p>Business Review, Business Today – these are magazines available to A Level students through the School, and aimed specifically at an A Level student.</p> <p>Institute of Economics Essay Competition https://iea.org.uk/essay-competition/</p> <p>Young Financial Journalist Competition - libf.ac.uk/yfj</p>
<p>Visits (places to see)</p> 	<p>London Metal Exchange</p> <p>Disneyland Paris (School Educational Visit to the Business Live Conference)</p>
<p>Research</p> 	<p>Explore.org some of the big questions that are relevant to us all such as;</p> <p>Can money buy you happiness?</p> <p>Could we end poverty?</p> <p>Should healthcare be free?</p> <p>Would you pay everyone the same?</p>