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Business Studies Curriculum

St Thomas More High School

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
Extended Learning	Elon Musk Case Study P9 Textbook Snapchat Case Study P19 Textbook 3.1.2 Ownership Case Study Grahams Guitars	3.1.4 Stakeholders Simply Music 3.4.1 Organisational structures - Organic Snacks Ltd 3.1.6 - Business Planning Sasha The Artist	3.4.2 Recruitment and motivation - Wyvern Fruit Farms

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Topics	<p>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</p>	<p>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</p>	<p>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</p>
Exam Specification	<p>3.3.1 3.3.2 3.3.3 3.3.4</p>	<p>3.2.1 3.2.2 3.2.3 3.2.4</p>	<p>3.5.1 3.5.2 3.5.3</p>
Assessment	<p>Unit 3 Unit Assessment</p>	<p>Unit 2 Unit Assessment</p>	<p>Unit 5 Unit Assessment End of year exam – PAPER 1 FORMAT (units 1, 2, 3, 4)</p>
Extended Learning	<p>3.3.1 Methods of Production - Quality for Carpets 3.3.1 Efficiency in Production - Pasties and Pies 3.3.2 Stock Control - Tyres of Waiting 3.3.2 Choice of Suppliers - Wedding Belles</p>	<p>3.2.1 Technology - Marketing for Business 3.2.2 Ethical and Environmental - Bottles for life 3.2.3 Economic Climate - only Sports Cars</p>	<p>3.5.1/2 - Market segmentation - Jolly Jims Gym 3.5.3 Market Research - Bounce In</p>

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Topics	<p>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</p> <p>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</p>	<p>Unit 6 – Finance Breakeven Purpose of financial statements Components of financial statements Interpretation of data given on financial statements</p> <p>REVISION of key tricky topics</p> <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)
Extended	Ryanair Case Study P250 Textbook 3.5.4 M Mix - Cleaning up the market	3.6.1 Sources of Finance - Damons Digital Printing 3.6.2 Cashflow - Hunley Ice-cream	

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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
Extended Learning	3.3.1 - Business Objectives and profit - Real Smoothies 3.2.1 - Management and leadership - Perfect Paper Plc 3.3.3 - Mkt Research That’s Entertainment	3.4.1 - Operational Objectives - Shepley Foods 3.4.4 - Quality - Passion for Fashion 3.5.1 - Financial Objectives Perfect Pooches	3.6.1 - HRM Organisational and job design - Cut Costs

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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
Extended Learning	3.7.2 – SWOT – Black Friday Case Study 3.7.3 – Financial Ratios – Homestart Flooring Case Study 3.7.8 - UK and Global Economic environment - Café Republica	EL4 - 3.9.4 - Assessing Internalisation - Offshoring at Myson Past Paper Practice	Past Paper Practice

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Topics	INTRODUCTION and A1 - Size and features of SMEs A2 - Sectors and business models in which enterprises operate A3 - Aims and activities of enterprises A4 - Skills and characteristics of entrepreneurs B1 - Market research methods (including benefits and drawbacks) B2 - Understanding Customer needs B3 - Understanding competitor behaviour B4 - Suitability of market research methods C1 - PEST Analysis	C1 - PEST Analysis C2 - SWOT analysis MOCK FOR ASSESSMENTS C1 ALL TASKS PREPARATION FOR C1 TASKS ASSESSMENT PERIOD FOR C1 ALL TASKS	A1 - Choosing ideas for a microenterprise A2 Ownership of the micro-enterprise, features of the product, pricing of the product A3 Methods of promotion, identifying target market, resources required A4 Financial information, risk assessment and viability B1 Production of the presentation B2 Delivery of the presentation
Exam Specification	Component 1 – A1 – A4, B1 – B4 and C1	Component 1 – C1 – C2	Component 2 A1 – 4, B1 – B2
Assessment	Mini test on Learning A and B	MOCK for Component 1 all tasks Assessment for Component1 all tasks	Mini tests on theory Learning Aim A and B
Extended Learning	Extended writing – entrepreneur profile (what has made them successful) Create customer profile for a chosen business Create a questionnaire and analyse results	Create a PEST analysis for Gymshark Create a SWOT analysis for Gymshark	Research on some small microenterprises already in the local area Research local area and customer target market

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Topics	A1 Elements of the promotional mix and their purposes A2 Targeting and segmenting the market A3 Factors influencing the choice of promotional methods B1 Financial Records B2 Payment methods B3 Sources of finance and costs B4 Terminology in financial statements B5 Statement of comprehensive income B6 Statement of financial position B7 Profitability and liquidity ratios C1 Using cash flow data C2 Financial Forecasting C3 Suggesting improvements to cash flow problems C4 Break even analysis and BEP	C4 Break even analysis and BEP C5 Sources of business finance REVISION and assessment practise Component 3 assessment B1 Pitching a micro-enterprise activity B2 Presenting a Business Pitch Learning Aim B Assessment Practice C1 Using Feedback and review to identify possible changes to the pitch Completion of Assessment C	Exam Season
Exam Specification	Component 3 – A1 – A3, B1 – B7, C1 – C4	Component 3 – C4 – C5 Component 2 – B1 – B2 and C1	
Assessment	End of Learning Aim tests A and B	End of Learning Aim test C Mock Component 3 Component 3 Assessment Completion of Component 2 LA B and C	
Extended Learning	Advertising Task Personal Selling Task Activity on Financial Statements Create a personal cash flow forecast (12 month)	Complete a breakeven activity Revision	

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Topics	<p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign A1 The role of marketing A2 Influences on marketing activity</p> <p>B Using information to develop the rationale for a marketing campaign B1 Purpose of researching information to identify the needs and wants of customers B2 Market research methods and use B3 Developing the rationale</p> <p>C Planning and developing a marketing campaign C1 Marketing campaign activity C2 Marketing mix C3 The marketing campaign C4 Appropriateness of marketing campaign</p>	<p>Learning aim A: Explore the features of different businesses and analyse what makes them successful A1 Features of businesses A2 Stakeholders and their influence A3 Effective business communications</p> <p>Learning aim B: Investigate how businesses are organised B1 Structure and organisation B2 Aims and objectives</p> <p>Learning aim C: Examine the environment in which businesses operate C1 External environment C2 Internal environment C3 Competitive environment C4 Situational analysis</p>	<p>Learning aim D: Examine business markets D1 Different market structures D2 Relationship between demand, supply and price D3 Pricing and output decisions</p> <p>Learning aim E: Investigate the role and contribution of innovation and enterprise to business success E1 Role of innovation and enterprise E2 Benefits and risks associated with innovation and enterprise</p>
Exam Specification	Unit 2 – Learning Aim A, B and C	Unit 1 – Learning Aims A – C	Unit 1 – Learning Aims D and E
Assessment	Unit 2 – Learning Aim A, B and C Mock Assessment for Unit 2	Unit 2 – Developing a Marketing Campaign Assessment	Completion of Unit 1 Assignments 1 - 3
Extended Learning	Research an existing popular marketing campaign (and what has made it successful)	Research 2 businesses that are successful – relate to Learning Aim A and B as we go through	Create a situational analysis for one particular business of your choice

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Topics	<p>A The definitions and functions of management A1 Definitions of management and leadership A2 Functions of management and leadership A3 Business culture</p> <p>B Management and leadership styles and skills B1 Management and leadership styles B2 Management and leadership skills</p> <p>C Managing human resources C1 Human resources (HR) C2 Human resource planning</p> <p>D Factors influencing management, motivation and performance of the workforce D1 Motivation in the workplace D2 Techniques to meet skills requirements D3 Training and development D4 Performance appraisal</p> <p>E Impact of change E1 Managing change</p> <p>F Quality management F1 Quality standards F2 Developing a quality culture F3 The techniques and tools of quality management F4 The importance and benefits of quality management</p>	<p>UNIT 4 – Managing an Event Learning aim A: Explore the role of an event organiser A1 Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3 Common formats for skills audit collection</p> <p>Learning aim B: Investigate the feasibility of a proposed event B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors</p> <p>Learning aim C: Develop a detailed plan for a business, social or social enterprise event C1 Event planning and the use of planning tools C2 Factors to be considered, including budgets, resources and contingency planning</p> <p>Learning aim D: Stage and manage a business or social enterprise event D1 Management of the event D2 Problem solving</p> <p>Learning aim E: Reflect on the running of the event and evaluate own skills development E1 Evaluation of the event E2 Review of personal skills development in the running of the event</p>	<p>EXAM SEASON</p>
Exam Specification	<p>Unit 6 – Learning Aim A, B, C, D, E and F</p>	<p>Unit 4 – Learning Aim A, B, C, D and E</p>	
Assessment	<p>Mock Assessment for Unit 6</p>	<p>Unit 6 Exam Unit 4 – Managing an Event coursework assignments</p>	
Extended Learning	<p>Compare 2 difference business leaders and their differing leadership styles – what is the impact? Research a business – investigate the motivational methods they use in their business</p>	<p>Ongoing work outside lesson in preparation for the event</p>	