

Curriculum Map – Business Studies Year 9, 10 and 11

	1	2	3	4	5	6
Y9	<p>Topic Title: Introduction to business</p> <p>Big questions: Why do businesses exist?</p> <p>What are goods & services, needs & wants?</p> <p>How are the 4 factors of production used to produce the economy's goods & services?</p> <p>What are the 3 sectors of industry?</p> <p>What is the difference between the 'Public sector' & the 'Private sector'?</p> <p>How do you create a marketing plan for a business?</p>	<p>Topic Title: Enterprise and entrepreneurship</p> <p>Big questions: What is an entrepreneur? Distinguish between 'why' and 'how' new business ideas come about.</p> <p>What are the risks and rewards in business?</p> <p>What is the role of business enterprise?</p> <p>What is the purpose of business activity?</p>	<p>Topic Title: Spotting a business opportunity</p> <p>Big questions: How can an entrepreneur identify a business opportunity? How important is it to identify and understand customers?</p> <p>What is the purpose of Market Research & what are the different types?</p> <p>How can businesses use market segmentation to target customers?</p> <p>How important is competition on business decision making?</p>	<p>Topic Title: Putting a business idea into practice</p> <p>Big questions: How do you run a business? What are business aims and objectives when starting up? Why might these differ between businesses?</p> <p>How do you use basic business calculations? (cost, revenues and profit, break-even)</p> <p>How important is cash to a business and how do you calculate this?</p> <p>What are the main sources of business finance?</p>	<p>Topic Title: Making the business effective</p> <p>Big questions: What tools can a business use to make it effective? What is the marketing mix and how important is each element? How important is planning business activity? How can I work effectively in a team?</p>	<p>Topic Title: Revising the content so far</p> <p>Big questions: Revising the content, how do you start up a small business? How can an entrepreneur identify a business opportunity?</p>

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	<p>Why does a business have aims?</p> <p>Who are the important stakeholders in business?</p> <p>How do you calculate profit?</p>					
ASSESSMENT	<p>CFU IL HW quiz (goods & services) & key terms test in class (goods & services) - links with 1.1.3 the purpose of business activity (<i>to produce goods/services – to meet customer needs</i>)</p> <p>Wizard world questionnaire (links with 1.1).</p> <p>Business introduction assessment (to check understanding of business basics delivered so far).</p>	<p>CFU IL HW 1.1.1 Seneca learning (<i>WHY new business ideas come about</i>).</p> <p>CFU IL HW 1.1.2 Risk & Reward & 1.1.3 adding value</p> <p>1.1.1 Dynamic Nature of Business assessment</p>	<p>CFU CW Levi Roots task (<i>1.1.3 The role of entrepreneurship</i>).</p> <p>1.1 Enterprise & Entrepreneurship assessment</p> <p>CFU IL HW Seneca learning assignment (<i>1.2.1 Customer needs & 1.2.3 Market Segmentation</i>)</p>	<p>CFU HW Seneca assignment 1.2 Spotting a business opportunity.</p> <p>Assessment 1.2 Spotting a business opportunity.</p> <p>Assessment 1.1 & 1.2</p>	<p>1.4.3 Marketing Mix PowerPoint Presentation</p> <p>Smoothie pitch feedback</p>	<p>CFU IL HW Seneca learning assignment 1.1 & 1.2</p> <p>Exam style Qs 1.1 & 1.2</p>
	1	2	3	4	5	6
10	<p>Topic Title:</p> <p>Putting a business idea into practice.</p>	<p>Topic Title:</p> <p>Putting a business idea into practice.</p>	<p>Topic Title:</p> <p>Understanding external influences on business</p>	<p>Topic Title:</p> <p>Business growth</p> <p>Big questions:</p>	<p>Topic Title:</p> <p>Making marketing decisions -</p>	<p>Topic Title:</p> <p>Making marketing decision – promotion & place -</p>

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	<p>Big questions: How do you run a business? What are business aims and objectives when starting up and why do they differ between businesses? How do you calculate revenues, costs & profit? Why is cash important to business? What are the different sources of finance available to businesses? What does Breakeven mean in business & how do you interpret break-even diagrams? What ideas do I have for the enterprise task.?</p>	<p>Big questions: What are the different options for start-ups? What is unlimited and limited liability? What are the different types of business ownership for start-ups? What are the advantages and disadvantages of franchising? Recap Marketing Mix. What are the factors influencing business location? Business planning – enterprise task</p>	<p>Big questions: What are the external influences on business? Who are business stakeholders and why are their objectives different? Why might there be possible conflicts between stakeholder groups? Give examples of different types of technology used by business and how it influences business activity. What is the purpose of legislation and the impact on businesses? How does the economic climate impact on businesses? How important are external influences on business?</p>	<p>How do you grow a business? What are the methods of business growth and their impact? What type of business ownership and sources of finance are suitable for a growing business? Why and how do business aims and objectives change? What is the impact of globalisation on businesses? What is the impact of ethical and environmental considerations? What is the potential impact of pressure group</p>	<p>product & price Big questions: How do you make effective marketing decisions for a growing business? What are the main features of The Design Mix and how can this be used? Identify and apply the stages of the product life cycle to products. When is differentiating a product / service beneficial? What are the different</p>	<p>Big questions: How do you make effective marketing decisions for a growing business? Give appropriate promotion strategies for different market segments. How is technology used in promotion? What are the different methods of distribution and the benefits and drawbacks of each? How can each element of the marketing mix influence other elements? How can a business use the marketing mix to build competitive advantage? Making product decisions</p>
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ASSESSMENT	<p>CFU IL HW Seneca learning assignment 1.3.1 – 1.3.5</p> <p>Assessment 1.3.2 Business revenues, costs and profits & 1.3.3 Cash and cash-flow.</p> <p>Assessment 1.3 Putting a business idea into practice</p>	<p>CFU IL HW Seneca learning assignment 1.4</p> <p>1.4.1 assessment sole trader, partnership, private limited company</p> <p>Enterprise task assessment</p> <p>Assessment 1.4 Making the business effective</p>	<p>CFU IL HW Seneca learning assignment 1.5</p> <p>1.5 Assessment</p> <p>Assessment 1.5 – Understanding external influences on business</p> <p>Theme 1 practice paper</p>	<p>CFU IL Seneca hw assignment 2.1.2, 2.1.2</p> <p>Organic growth exam qs L3 2.1.1</p> <p>Sources of finance T3 exam qs 2.1.1</p>	<p>CFU IL Seneca hw assignment 2.1.3, 2.1.4</p> <p>2.1 Growing the business assessment</p>	<p>CFU IL Seneca hw assignment 2.2.1, 2.2.2, 2.2.3, 2.2.4, 2.2.5</p> <p>2.2 Assessment</p>
11	1	2	3	4	5	6
	<p>Topic Title: Operational decisions</p> <p>Big questions: How does a growing business make effective operational decisions?</p>	<p>Topic Title: Operational decisions and business calculations</p> <p>Big questions: How does a growing business make</p>	<p>Topic Title: Making human resource decisions</p> <p>Big questions: How can a growing business make effective</p>	REVISION	REVISION	

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	<p>What is the purpose of business operations and what are the different production processes?</p> <p>What is the impact of technology on production?</p> <p>How can a business work with suppliers, manage stock and manage quality effectively?</p> <p>What is the role of procurement?</p>	<p>effective operational decisions?</p> <p>What are the different stages of the sales process?</p> <p>How important is it for a business to provide good customer service?</p> <p>Big questions: What are the main calculations used in business?</p> <p>How can you understand business performance?</p>	<p>human resource decisions?</p> <p>What are the different organisational structures?</p> <p>How important is effective communication in business?</p> <p>What are the different ways of working, different job roles and responsibilities?</p> <p>How does a business recruit & train employees?</p> <p>How important is motivation in the workplace and how do businesses motivate employees?</p>			
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ASSESSMENT	CFU IL Seneca hw assignment 2.3.1, 2.3.2, 2.3.3	CFU IL Seneca hw assignment 2.3.4, 2.4.1, 2.4.2	CFU IL Seneca hw assignment 2.5.1, 2.5.2, 2.5.3, 2.5.4			
	CFU IL quiz 2.3	CFU IL quiz 2.4	CFU IL quiz 2.5			
	Assessment 2.3	Assessment 2.4	Assessment 2.5			
			Theme 2 practice paper			