

## Year 10 and 12 Business Studies Curriculum Plans 25.26

| Year 10         |  |  |
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|                 | Theme 1 - Investigating Small Business   | Theme 2 – Building a Business  |
| <b>Autumn 1</b> | <p><b>1.1 The dynamic nature of business</b><br/>Why new business ideas come about ; changes in technology , changes in what consumers want, products and services becoming obsolete.</p> <p><b>1.1.2 Risk and reward</b><br/>The impact of risk and reward on business activity; risk: business failure, financial loss, lack of security, business success, profit, independence.</p> <p><b>1.1.3 The role of business enterprise</b><br/>The role of business enterprise and the purpose of business activity:</p> <p><b>1.2.1 Customer needs</b><br/>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>● what customer needs are: price, quality, choice, convenience</li> <li>● the importance of identifying and understanding</li> </ul> | <p><b>2.1 Methods of business growth</b> and their impact;<br/><b>internal (organic) growth:</b> new products (innovation, research , and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</p> <p><b>external (inorganic) growth:</b> merger, takeover.<br/>The types of business ownership for growing businesses;<br/>public limited company (plc)<br/>Sources of finance for growing and established businesses</p> <p><b>2.1.2 Changes in business aims and objectives</b><br/>Why business aims and objectives change as businesses evolve</p> <p><b>2.1.3 Business and globalisation</b><br/>The impact of globalisation on businesses, imports, competition from overseas, buying from overseas, exports</p> <p>How businesses compete internationally , the use of the internet and e-commerce , changing the marketing mix to compete internationally</p> |
| <b>Autumn 2</b> | <p><b>1.2.2 The purpose of market research</b><br/>Methods of market research , primary research: survey, questionnaire, focus group, observation</p> <p>The use of data in market research , qualitative and quantitative data, the role of social media in collecting market research data</p>   | <p><b>2.1.4 Ethics, the environment and business</b><br/>The impact of ethical and environmental considerations on businesses</p> <p>How ethical considerations influence business activity , possible trade-offs between ethics and profit , the potential impact of pressure group activity on the marketing mix.</p>  |

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|                        | <p><b>1.2.3 Market segmentation</b><br/>How businesses use market segmentation to target customers , identifying market segments: location, demographics , lifestyle, income, age</p> <p><b>1.2.4 The competitive environment</b><br/>Understanding the competitive environment , strengths and weaknesses of competitors based on: price, quality, location, product range and customer service<br/>The impact of competition on business decision making.</p>  | <p><b>2.2.1 Product The design mix</b> , function, aesthetics, cost.<br/>The product life cycle<br/>The importance to a business of differentiating a product/ service.</p> <p><b>2.2.2 Price</b><br/>influences on pricing strategies: technology, competition, market segments, product life cycle.</p>  |
| <p><b>Spring 1</b></p> | <p><b>1.3.1 Business aims and objectives</b><br/>What business aims and business objectives are. Business aims and objectives when starting up, financial aims and objectives: survival, profit, sales, market share, financial security , non-financial aims and objectives: social objectives.</p> <p><b>1.3.2 Business Revenue, costs and profits</b><br/>The concept and calculation of , revenue , fixed and variable costs, total costs , profit and loss , interest<br/>Interpretation of break even diagrams , the impact of changes in revenue and costs , break even level of output , margin of safety , profit and loss.</p> | <p><b>2.2.3 Promotion</b> , appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding , the use of technology in promotion: targeted advertising</p> <p><b>2.2.4 Place</b> methods of distribution: retailers and e-tailers (e-commerce).</p> <p><b>2.2.5 Using the marketing mix</b> to make business decisions<br/>How each element of the marketing mix can influence other elements.<br/>Using the marketing mix to build competitive advantage.<br/>How an integrated marketing mix can influence competitive advantage.</p> |
| <p><b>Spring 2</b></p> | <p><b>1.3.3 Cash and cash-flow</b><br/>The importance of cash to a business , to pay suppliers, overheads and employees , to prevent business failure (insolvency) , the difference between cash and profit.</p> <p><b>1.3.4 Sources of business finance</b><br/>Sources of finance for a start-up or established small</p>  | <p><b>2.3.1 Business operations</b><br/>The purpose of business operations , to produce goods , to provide services , Production processes productivity up and costs down and allowing for competitive prices. Impacts of technology on production</p> <p><b>3.2 Working with suppliers</b><br/>Managing stock , interpretation of bar gate stock graphs,</p>  |

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|                 | business , short-term sources: overdraft and trade credit , long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.   | the use of just in time (JIT) stock control , The role of procurement,   |
| <b>Summer 1</b> | <p><b>1.4.1 The options for start-up and small businesses</b><br/>The concept of limited liability , limited and unlimited liability, the implications for the business owner(s) of limited and unlimited liability.</p> <p>The types of business ownership for start-ups , sole trader, partnership, private limited company , the advantages and disadvantages of each type of business ownership.</p> <p><b>1.4.2 Business location</b> , Factors influencing business location , proximity to: market, labour, materials and competitors, nature of the business activity, the impact of the internet on location decisions: e-commerce and/or fixed premises.</p> | <p><b>2.3.3 Managing quality</b><br/>The concept of quality and its importance in , the production of goods and the provision of services: quality control and quality assurance , allowing a business to control costs and gain a competitive advantage.</p> <p><b>2.3.4 The sales process</b><br/>The sales process , product knowledge, speed and efficiency of service, customer , engagement, responses to customer feedback, post-sales, service.</p> <p><b>2.4.1 Business calculations</b> , The concept and calculation of , gross profit , net profit, Calculation and interpretation of , gross profit margin , net profit margin , average rate of return</p> |
| <b>Summer 2</b> | <p><b>1.4.3 The marketing mix</b><br/>What the marketing mix is and the importance of each element ; price, product, promotion, place.<br/>How the elements of the marketing mix work together; balancing the marketing mix based on the competitive environment</p> <p><b>1.4.4 Business plans</b><br/>The role and importance of a business plan ; to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</p> <p>The purpose of planning business activity:</p>  | <p><b>2.5.1 Organisational structures</b><br/>Different organisational structures and when each are appropriate ; hierarchical and flat , centralised and decentralised.</p> <p>The importance of effective communication; the impact of insufficient or excessive communication on efficiency and motivation , barriers to effective communication.</p> <p>Different ways of working; part-time, full-time and flexible hours , permanent, temporary, and freelance contracts<br/>The impact of technology on ways of working: efficiency, remote working.</p>  |

the role and importance of a business plan in minimising risk and obtaining finance.

## Year 12

|                 | Theme 1  | Theme 4  |
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| <b>Autumn 1</b> | <p><b>Theme 1.1 - Meeting Customer Needs</b></p> <ul style="list-style-type: none"> <li>• Product and market orientation</li> <li>• Primary and secondary market research data</li> <li>• Limitations of market research, sample size and bias</li> <li>• Use of ICT to support market research:</li> <li>• Market segmentation</li> <li>• Market mapping</li> <li>• Competitive advantage of a product or service</li> <li>• The purpose of product differentiation</li> <li>• Adding value to products/services</li> </ul> | <p><b>4.1 Growing Economies</b></p> <ul style="list-style-type: none"> <li>•</li> <li>• Growth rate of the UK economy compared to emerging economies</li> <li>• Growing economic power of countries within Asia, Africa and other parts of the world</li> <li>• Implications of economic growth for individuals and businesses:</li> <li>• Indicators of growth , GDP, Literacy, HDI</li> <li>• Reduction of international trade barriers/trade</li> <li>•</li> <li>•</li> </ul> |
| <b>Autumn 2</b> | <p><b>1.2 The Market</b></p> <ul style="list-style-type: none"> <li>• Marketing strategy</li> <li>• Strategic Marketing Analysis</li> <li>• Establishing Marketing Objectives</li> <li>• Target Market Selection</li> <li>• Marketing Mix Decision</li> <li>• Product Decisions</li> <li>• Place Decisions</li> <li>• Market Differentiation and Positioning</li> </ul>  | <p><b>4.2 Global markets and business expansion</b></p> <ul style="list-style-type: none"> <li>•</li> <li>• Conditions that prompt trade</li> <li>• Assessment of a country as a market</li> <li>• Assessment of a country as a production location</li> <li>• Reasons for global mergers or joint ventures</li> <li>• Global competitiveness</li> </ul>   |
|                 | <p><b>1.4 Managing people</b></p> <ul style="list-style-type: none"> <li>• Staff as an asset; staff as a cost</li> </ul>   | <p><b>4.3 Global marketing</b></p> <ul style="list-style-type: none"> <li>• Marketing</li> </ul>   |

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| <b>Spring 1</b> | <ul style="list-style-type: none"> <li>• Flexible workforce:</li> <li>• Distinction between dismissal and redundancy</li> <li>• Employer/employee relationships</li> <li>• Recruitment and selection process:</li> <li>• Internal versus external recruitment</li> <li>• Costs of recruitment, selection and training</li> <li>• Types of training</li> <li>• Types of structure:</li> <li>• Impact of different organisational structures on business</li> <li>• efficiency and motivation</li> </ul> | <ul style="list-style-type: none"> <li>• Niche Markets</li> <li>• Cultural factors</li> <li>• Ethical factors</li> <li>• Cultural diversity: recognition that groups of people across the globe have different interests and values</li> <li>• Features of global niche markets</li> <li>• Application and adaptation of the marketing mix (4Ps) to suit global niches</li> </ul> |
| <b>Spring 2</b> | <p><b>1.5 Entrepreneurs and leaders</b></p> <ul style="list-style-type: none"> <li>• Role of an entrepreneur</li> <li>• Entrepreneurial motives and characteristics</li> <li>• Business objectives</li> <li>• Forms of business</li> <li>• Business choices</li> <li>• Moving from entrepreneur to leader</li> </ul>   | <p><b>4.4 Global industries and companies (multinational corporations)</b></p> <ul style="list-style-type: none"> <li>• The impact of MNCs</li> <li>• Ethics</li> <li>• Controlling Multinationals</li> <li>• Stakeholder conflicts</li> <li>• Pay and working conditions</li> </ul>  |
| <b>Summer 1</b> | <p><b>Forms of business</b></p> <ul style="list-style-type: none"> <li>• Sole trader, partnership and private limited company</li> <li>• Franchising, social enterprise, lifestyle businesses, online businesses</li> <li>• Growth to PLC and stock market flotation</li> </ul>  | <p><b>Controlling MNCs</b></p> <ul style="list-style-type: none"> <li>• Environmental considerations:</li> <li>• Supply chain considerations:</li> <li>• Marketing considerations: misleading product labelling</li> <li>• inappropriate promotional activities</li> </ul>  |
| <b>Summer 2</b> | <p><b>Revision, Themes 1.1 – 1.5</b><br/><b>Mocks</b></p>  | <p><b>Revision Themes 4.1 to 4.4</b><br/><b>Mocks</b></p>   |
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