

Business Studies Curriculum Map Year 1

Autumn Term		Spring Term		Summer Term	
Key themes:	Key themes:	Key themes:	Key themes:	Key themes:	Key themes:
1.1 Enterprise and Entrepreneurs 1.1.1 The dynamic nature of business 1.1.2 Risk and Reward 1.1.3 The role of business enterprise	1.2 Spotting a business opportunity 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive market	1.3 Putting a business idea into practice 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance.	1.4 Making the business effective 1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	1.5 Understanding external influences on business 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business External influences	2.1 Growing the business 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business globalisation 2.1.4 Ethics, the environment and business
Assessment					
Formative: written assessment made up from exam style questions across the range of abilities. [MCQs low stakes at the end of each sub unit]. Case studies analysis and justification [8-12-mark essays / extended written work]					
Summative: Mock exams Year 10 x 2, Year 11 x 2					

Business Studies Curriculum Map Year 2

Autumn Term		Spring Term		Summer Term	
Key themes:	Key themes:	Key themes:	Key themes:	Key themes:	Key themes:
2.2 Making marketing decisions 2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions	2.3 making operational decisions 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 managing quality 2.3.4 The sales process	2.4 making financial decisions 2.4.1 business Calculations 2.4.2 Understanding business performance	2.5 making human resource decisions 2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Revision and exam season	
Assessment					
Formative: written assessment made up from exam style questions across the range of abilities. [MCQs low stakes at the end of each sub unit]. Case studies analysis and justification [8-12-mark essays / extended written work]					
Summative: Mock exams Year 10 x 2, Year 11 x 2					