

Business Studies Curriculum 2022-23

	Term 1	Term 2	Term 3
BUSINESS STUDIES YEAR 10	<ul style="list-style-type: none"> • Business ideas • Risk and reward of running a business • Role of business • Customer needs • Reasons and methods of market research • Ways a market segments the market • Importance and influence of each business stakeholder • Legislation that protects employees and customers • Liability of different forms of business • Forms of ownership and recommend the best one for business situations • Reasons for using franchises for both franchisees and franchisors • Business location 	<ul style="list-style-type: none"> • Economic factors that may affect businesses • External influences affecting business decisions • Aims and objectives • The sales process • Business revenue, costs and profits • Cash and cash flow • Sources of finance 	<ul style="list-style-type: none"> • Business plans • Business Growth • Changing aims and objectives • Business Globalisation • Ethics and the environment
BUSINESS STUDIES YEAR 11	<ul style="list-style-type: none"> • Organisational structures • Effective recruitment • Effective training and development • Motivation 	<ul style="list-style-type: none"> • Considerations when creating a product • Considerations when setting a price • Consider when choosing promotion 	Revision and exam preparation

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	<ul style="list-style-type: none"> • Business operations • Working with supplier • Managing quality • Business calculations • Understanding business performance 	<ul style="list-style-type: none"> • Consider when deciding how to distribute (place) • The marketing mix and decisions • Revision and exam preparation 	
BUSINESS STUDIES YEAR 12	<p>1.5.1 Role of an entrepreneur</p> <p>1.5.2 Entrepreneurial motives and characteristics</p> <p>1.5.6 Moving from entrepreneur to leader</p> <p>1.5.3 Business objectives</p> <p>3.1.1 Corporate objectives</p> <p>1.5.4 Forms of business</p> <p>2.1.1 Internal finance</p> <p>2.1.2 External finance</p> <p>2.1.3 Liability</p> <p>2.1.4 Planning</p> <p>1.5.5 Business choices</p> <p>1.1.1 The market</p> <p>1.1.2 Market research</p> <p>1.1.3 Market positioning</p> <p>1.2.1 Demand</p> <p>1.2.2 Supply</p> <p>1.2.3 Markets</p> <p>1.2.4 PED</p> <p>1.2.5 YED</p> <p>1.3.1 Product/service</p>	<p>1.4.1 Approaches to staffing</p> <p>1.4.2 Recruitment, selection and training</p> <p>1.4.3 Organisational design</p> <p>3.5.3 Human Resources</p> <p>1.4.4 Motivation in theory and practice</p> <p>1.4.5 Leadership</p> <p>3.4.1/2 Corporate influences and corporate culture</p> <p>3.4.3 Shareholders versus stakeholder</p> <p>3.4.4 Business ethics</p> <p>2.2.1 Sales forecasting</p> <p>2.2.2 Sales, revenue and costs,</p> <p>2.2.3 Break-even</p> <p>2.2.4 Budgets</p>	<p>3.5.1 Interpret financial statements</p> <p>2.3.1 Profit</p> <p>2.3.2 Liquidity</p> <p>2.3.3 Business failure</p> <p>2.4.1 Production, productivity and efficiency</p> <p>2.4.2 Capacity utilisation</p> <p>2.4.3 Stock control</p> <p>2.4.4 Quality Management</p> <p>3.1.2 Theories of corporate strategy</p> <p>3.1.3 SWOT analysis</p> <p>2.5.1 Economic influences</p> <p>2.5.2 Legislation</p> <p>2.5.3 The competitive environment</p> <p>3.1.4 Impact of external influences</p>

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	<p>1.3.2 Branding and Promotion</p> <p>1.3.3 Pricing strategies</p> <p>1.3.4 Distribution</p> <p>1.3.5 Marketing strategy</p>		
<p>BUSINESS STUDIES YEAR 13</p>	<p>3.2.1 Growth</p> <p>3.2.2 Mergers and takeovers</p> <p>3.2.3 Organic growth</p> <p>3.2.4 Reasons for staying small</p> <p>3.3.1 Quantitative sales forecasting</p> <p>3.3.2 Investment appraisal</p> <p>3.5.2 Ratio analysis</p> <p>3.3.3. Decision Trees</p> <p>3.3.4 Critical path analysis</p> <p>3.6.1 Causes and effects of change</p> <p>3.6.2 Key factors in change</p> <p>3.6.3 Scenario planning</p>	<p>4.1.1 Growing economies</p> <p>4.1.2 International trade and business growth</p> <p>4.1.3 Factors contributing to increased globalisation</p> <p>4.1.4 Protectionism</p> <p>4.1.5 Trading blocs</p> <p>4.2.1 Conditions of prompt trade</p> <p>4.2.2 Assessment of a country as a market</p> <p>4.2.3 Assessment of a country as a production location</p> <p>4.2.4 Reasons for global mergers and joint ventures</p> <p>4.2.5 Global competitiveness</p> <p>4.3.1 Marketing</p> <p>4.3.2 Niche markets</p> <p>4.3.3 Cultural/social factors</p> <p>4.4.1 The impact of MNCs</p> <p>4.4.2 Ethics</p> <p>4.4.3 Controlling MNCs</p>	<p>Revision and exam preparation</p>