

Business Studies Curriculum Overview

Year 11 – Theme 2: Building a Small Business

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Revision
Topic(s)	2.1 Growing a business 2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics and the environment	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 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	To recap all topics and complete walking talking mocks of past papers
Topic Objectives	This topic introduces students to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	This topic explores how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	This topic explores the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	This topic of revision looks to enable students to be ready for their GCSE exams by revisiting all past topics. GCSE specific questions will also be undertaken in preparation of external exams.

Acquired Knowledge/ Skills	<ul style="list-style-type: none"> • Methods of business growth and their impact • Why business aims and objectives change as businesses evolve • The impact of globalisation on businesses • The impact of ethical and environmental considerations on businesses 	<ul style="list-style-type: none"> • The design mix • The product life cycle • Pricing and promotion strategies and influences on pricing strategies • Methods of distribution • How each element of the marketing mix can influence other elements 	<ul style="list-style-type: none"> • The purpose of business operations • The role of procurement • The concept and importance of quality • The importance to businesses of providing good customer service 	<p>Calculation and interpretation of gross profit margin, net profit margin and average rate of return</p> <ul style="list-style-type: none"> • The use and interpretation of quantitative business data to support, inform and justify business decisions 	<ul style="list-style-type: none"> • Different organisational structures and when each are appropriate • Different job roles and responsibilities • How and why businesses train and develop employees • The importance of motivation in the workplace 	To revise previous content from the GCSE specification
Assessments	Unit 1 end of topic test Mock examinations	Unit 2 end of topic test	Unit 3 end of topic test Mock examinations	Unit 4 end of topic test	Unit 5 end of topic test	Walking talking mocks in lessons as revision
Other Links (e.g. SMSC, FBV, Greener Curriculum)	<p>Social media use</p> <p>Economics</p> <p>Technology usage</p> <p>Law</p> <p>International trade</p> <p>Ethics</p> <p>Animal rights</p> <p>Pressure groups</p> <p>Environmental issues</p>	<p>Pricing strategies</p> <p>Promotions</p> <p>Branding</p> <p>Online presence</p>	<p>Wellbeing of employees</p> <p>Supplier chain</p> <p>Quality control</p>	Links to maths	<p>Effective communication</p> <p>Remote working</p> <p>Technology within the workplace</p> <p>Training and education opportunities</p>	