

Business Studies- Curriculum Map

Intent

The business curriculum aims to develop students into enterprising individuals who have the ability to think commercially, creatively and are able to make informed business decisions and solve business problems. Throughout the course, business students should develop into critical and reflective thinkers. They will be aware of contemporary issues and the changing business environment and will be able to construct well-evidenced and well-balanced arguments and where appropriate should be able to interpret data to strengthen arguments within business.

Term	1	2	3	4	5 and 6
Year 10	<p>Topic 1.1 Enterprise and entrepreneurship – students are introduced to how and why business ideas come about. They study innovation Vs Invention, the risk and reward on business activity and the roles of an entrepreneur.</p> <p>This topic aims to help students understand that starting a business comes with risk; however, the rewards of business success can be great. It aims to inspire students as to the strategy and innovation involved in thinking of business ideas and provides stretch and challenge for the more able as they analyse and evaluate different start-ups.</p>	<p>Topic 1.2 Spotting a business opportunity – students will explore how start-up businesses identify opportunities through understanding their customer needs. This is achieved through market research and market mapping.</p> <p>This topic helps students to understand how customers' needs are identified. The new GCSE allows students to see how social media can be used to better understand customers, which provides them with a context they can easily relate too. This has wider links to IT and the role of social media.</p> <p>Customer needs are revisited during half term 3 of year 11.</p>	<p>Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects of running a business.</p> <p>Students will study how financial documents are used in business, such as a cash flow forecast and break even analysis.</p> <p>This topic aims to give students confidence when analysing and producing the financial documents involved with running a business. This topic has wider curriculum links to numeracy and maths. It requires students to analyse figures and make conclusions based on the financial figures.</p> <p>Aims and objectives are revisited during half term 1 of Year 11.</p>	<p>Topic 1.4 Making a business effective – Students will explore a range of factors that influence the success of a business, including its location, the marketing mix and the business plan.</p> <p>This topic aims to give students an opportunity to explore factors, which effect how successful a business is. They explore what makes a good location for a business, how competition can affect a business and the importance of a business plan in securing a bank loan. Students are given an opportunity to consider their local area and businesses which are successful in their community and why.</p> <p>The marketing mix is revisited during half term 2 of Year 11.</p>	<p>Topic 1.5 Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>This topic aims to give students a greater understanding of the economy and how changes to the economy can affect the chances of a business succeeding. Students learn about employment law and consumer legislation, which will benefit them as they reach an age where many will work part time.</p> <p>Employment legislation, impact of stakeholders and changes in technology is covered in half term 5 of year 11.</p>
Year 11	<p>Topic 2.1 Growing a business – students are introduced to methods of growth including organic and inorganic growth. They study why a businesses' aim changes as the business grows. Students learn about ethical issues in business and how pressure groups can damage business reputation.</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Mock 1</p> <p>Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p> <p>The topic aims to give students an understanding of how business can produce different types of product in different ways. It allows them to consider how different</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Mock 2</p> <p>Topic 2.5 Making human resource decisions – 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.</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Mock 3</p> <p>Revision of all topics in preparation for GCSE exams</p>	Public exams

<p>In this topic, students are able to discuss and consider business ethics and the morals of some large corporations. Students will explore various case studies. The topic is important to allow students to see the darker side of business and not just the PR many businesses push. <i>Aims and objectives have previously been covered during half term 3 of Year 10.</i></p> <p>Topic 2.2 Making marketing decisions – Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>This topic aims to force students to think about each aspect of the marketing mix and how businesses must ensure each is appropriate for their business to succeed. Students look at case studies where businesses have got aspects of their marketing mix wrong and it has led to the business being unsuccessful.</p> <p><i>The Marketing mix has previously been covered during half term 4 of Year 10.</i></p>	<p>methods of stock control are appropriate for different businesses, and relevant and interesting case studies are explored.</p> <p><i>Customer needs have previously been covered during half term 4 of Year 10.</i></p> <p>Topic 2.4 Making financial decisions – students will explore the tools a business has to support financial decision-making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>In this topic, students will gain knowledge of the processes businesses can go through to help decision-making. They will understand that financial decisions are carefully calculated and will develop their calculating and data handling skills.</p> <p><i>Financial documents such as cash flow and break-even analysis have previously been covered during half term 4 of Year 10.</i></p>	<p>In this topic students will understand processes businesses go through to recruit staff. Students will be familiar with recruitment documentation such as job descriptions and personal specifications. This will benefit them when they apply for jobs.</p>		
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Impact:
Success of the curriculum will be measured by the number of Year 9 students who opt to study business at GCSE and BTEC as well as the results that students leave year 11 with. A successful curriculum should enthuse and engage students, allowing them to discuss business issues and current affairs. These might include students taking a keen interest in changes in society, technology, government, the economic climate and international trade. Business studies students will participate and lead on Enterprise activities around the school, such as Dragons Den on house drop down day and enterprise clubs for year 7 students. Taking part in business at The Hurlingham Academy, both in class and around the school should result in students' continuing to study business at Sixth Form College and into Higher Education.