



Our Curriculum Aims:

“Success is not final; failure is not fatal: it is the courage to continue that counts.” – Winston Churchill

“Imagination is everything. It is the preview of life’s coming attractions.” – Albert Einstein

Our key aim is to provide a curriculum that inspires a passion for lifelong learning and commercial experiences. Equipping students with the skills to function effectively within further education and the workplace

Within our Business Studies curriculum we aim to:

- Develop student’s ability to think commercially and innovatively, ensuring that they can develop and implement informed solutions for business decisions.
- Develop inquisitive and reflective learners, who are aware of the ever-changing business environment and its impact not only on the business itself but its employees, its customers, its local community, and the wider economy.
- Develop a student's ability to research, analyse and evaluate information in order to make considered recommendations.
- Develop practical employability skills within our students, including the ability to effectively communicate, network, present and work as a team.

GCSE Course Followed: Business Studies

Specification: [AQA \(Syllabus code 8132\)](#)

Why Choose GCSE

Introduction to the Course

The GCSE Business Studies course will provide students with an insight into how to start-up and grow a business. The use of case study materials will allow scope for students to apply their business knowledge to local, national and international businesses. The philosophy of the course incorporates the belief that the study of Business Studies should require students both to understand the dynamic environment in which business operates and to appreciate the many and varied factors which impact upon business activity.

The course as a whole promotes a wide range of skills that are directly related to or transferable to a range of situations in adult and working life. A particular focus is the development of enterprise capability. Students will consider the practical application of business concepts. The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

The course focuses on the following specific elements of running a business:

- Business planning and starting up a business
- Conducting market research to identify opportunities

- Managing people
- Using and managing resources to produce goods and services
- Using financial information to make business decisions
- Analysing the external influences on business activity
- Evaluating the strategies that businesses can pursue in order to improve performance

Who is the course suitable for?

It is of particular use to students interested in becoming entrepreneurs or managers within any field. Due to the nature of the course it makes a good combination with any other options, as it will be useful to support any career.

How is the course divided and assessed?

The course comprises two units as follows:

Unit 1: Influences of Operations and HRM on business activity

- Business in the real world
- Influences on business
- Business operations
- Human resources
- *Written exam: 1 hour and 45 minutes (50% of the GCSE)*

Unit 2: Influences of Marketing and Finance on business activity

- Business in the real world
- Influences on business
- Business operations
- Human resources
- *Written exam: 1 hour and 45 minutes (50% of the GCSE)*

The following are all elements covered in the course

- Business ownership
- Setting business aims and objectives
- Stakeholders
- Business location
- Business planning
- Expanding a business
- Technological, ethical and environmental considerations
- The effect of the economic climate on businesses
- Globalisation
- Legislation
- The competitive environment
- Production processes and procurement
- The concept of quality and customer service
- Organisational structure
- Recruitment, selection and training of employees
- Motivating employees
- The purpose and methods of market research
- The elements of the marketing mix
- E-commerce and m-commerce
- Sources of finance
- Interpreting cash flow forecasts
- Financial terms and calculations
- Analysing the financial performance of a business

Key Stage Four Curriculum Overview

Year 10

	Name of topic	Key Content of the Topic	Assessment points
HT 1	<p>The Purpose and nature of Business.</p> <p>Business ownership</p> <p>Setting business aims and objectives</p>	<p>Purpose of business, reasons for starting a business, basic functions and types of business, business enterprise and entrepreneurship, the dynamic nature of business.</p> <p>Sole traders, partnerships, private limited companies (ltd), public limited companies (plc), not-for-profit organisations</p> <p>What are business aims and objectives, purpose of setting objectives, role of objectives in running a business, changing objectives, use of objectives in judging success.</p>	<p>Class tests and individual exam paper questions</p> <p>October half term assessment</p>
HT 2	<p>Stakeholders</p> <p>Business location</p> <p>Business planning</p> <p>Expanding a business</p>	<p>Main stakeholders of businesses, objectives of stakeholders, impact of business activity on Stakeholders, impact and influence stakeholders have on businesses</p> <p>Factors influencing the location decision of a business</p> <p>The purpose of business planning, the main sections within a business plan, basic financial terms, basic financial calculations.</p> <p>Methods of expansion, benefits and drawbacks of expansion, economies of scale and diseconomies of scale</p>	<p>Class tests and individual exam paper questions</p> <p>Christmas half term test</p>
HT 3	<p>Technology,</p> <p>Ethical and environmental</p> <p>The economic climate on businesses</p>	<p>E-commerce, m-commerce and digital communication</p> <p>Environmental considerations: impact on traffic congestion, recycling, disposing of waste, noise and air pollution.</p> <p>Sustainability:</p> <ul style="list-style-type: none"> • global warming • using scarce resources. <p>Interest rates:</p> <ul style="list-style-type: none"> • how fluctuating interest rates can affect businesses that rely on overdrafts and loans for finance • how fluctuating interest rates can affect consumer and business spending. • Level of employment • Consumer spending 	<p>Class tests and individual exam paper questions</p> <p>Feb half term assessment</p>
HT 4	Globalisation	<p>How UK businesses compete</p> <ul style="list-style-type: none"> • internationally, offering: • better designs • higher quality products at lower prices. 	Class tests and individual exam paper questions

	<p>Legislation</p> <p>Competitive environment</p> <p>Production processes</p>	<p>Exchange rates</p> <p>Employment law, Health and Safety law and Consumer law</p> <p>Impact on businesses of operating in competitive markets, uncertainty and risks businesses face</p> <p>Methods of production: job, flow Efficiency in production: lean production and just in time (JIT).</p>	
HT 5	<p>The role of procurement</p> <p>The concept of quality</p> <p>Good customer service</p>	<p>Factors affecting choice of suppliers including: price, quality, reliability. The effects of procurement and logistics on a business, including: efficiency, lower unit costs. The value of effective supply chain management, including: working with suppliers to ensure that key processes are running efficiently and cost effectively, getting goods and services for the best price and value, cutting any waste and unnecessary costs to create a streamlined process and fast production times</p> <p>Consequences of quality issues Methods of maintaining consistent quality: Total quality management (TQM) Costs and benefits of maintaining quality:</p> <ul style="list-style-type: none"> • additional sales • image/reputation • higher price • inspection costs • staff training • product recalls • the provision of services <p>Methods of good service:</p> <ul style="list-style-type: none"> • product knowledge • customer engagement (creating a positive experience for the customer) • post sales services (eg user training, help lines, servicing). <p>Benefits of good customer service, including:</p> <ul style="list-style-type: none"> • increase in customer satisfaction • customer loyalty • increased spend • profitability. <p>Dangers of poor customer service, including:</p> <ul style="list-style-type: none"> • dissatisfied customers • poor reputation via word of mouth • reduction in revenue. 	Year 10 Trial Exam

price, product, promotion and place (4Ps)

- competitive pricing
- loss leader
- cost-plus.

The factors that influence pricing decisions, including:

- costs
- nature of the market
- degree of competition
- product life cycle.
- Product differentiation:
- unique selling point (USP)
- brand image.

The product life cycle:

- research and development
- introduction
- growth
- maturity
- decline
- extension strategies:
- updating packaging
- adding more or different features
- changing target market
- advertising
- price reduction.

Product portfolio: Boston Matrix

Promotional methods:
advertising, including:

- newspapers
- magazines
- television
- internet
- billboards.
- PR
- sales promotion
- point of sales displays
- 2 for 1 offers
- free gifts
- samples
- coupons
- competitions.
- sponsorship
- social media.

Factors influencing the selection of the promotional mix:

- finance available
- competitor actions

		<ul style="list-style-type: none"> the nature of the product or service the nature of the market target market. Reasons for promotion: <ul style="list-style-type: none"> inform/remind customers about the product create or increase sales create or change the image of the product persuade customers to buy the product <p>Place (the different channels of distribution used by businesses):</p> <ul style="list-style-type: none"> retailers wholesaler telesales <p>E-commerce and m-commerce Integrated nature of the marketing mix Using the marketing mix to inform and implement business decisions</p>	Trial exam - 2
HT 3	Sources of finance Cash flow Financial terms and calculations	Methods businesses use to raise finance Appropriateness of sources of finance Importance of cash to businesses Interpreting cash flow forecasts Difference between cash and profit Basic financial terms Basic financial calculations Average rate of return Break-even	Class tests and individual exam paper questions Feb half term assessment
HT 4	Analysing the financial performance of a business	Purpose of financial statements Components of financial statements Interpretation of data given on financial statements	Class tests and individual exam paper questions
HT 5	Revision and consolidation of learning		Class tests and whole paper assessments
HT 6	NA		GCSE exams

Recommended Revision Guides for GCSE

CGP GCSE AQA Business for the Grade 9-1 Course ISBN 9781782946892.

Students also have access to a Course Companion on the Office 365 STU GCSE Business Studies page.

Support available for GCSE Students

Lunchtime revision sessions are available to students every week in S19

A-level Course Followed: Business

Specification: [AQA A-level Business 7132](#)

Why Choose A-level:

Introduction to the Course

The A-level Business course is written to enable GCSE and non-GCSE students of Business access the course material. All teaching is done assuming no prior knowledge. The course enables students to discover aspects of business, such as; different business ownership structures, marketing practices, human resources management issues and manipulation and understanding of key financial documentation: income statements, balance sheets, cashflow forecasts and budgets. Within the course students will learn through a variety of methods – business theory, business case studies, independent research, and documentaries. As with GCSE, the philosophy of the course incorporates the belief that the study of Business Studies should require students both to understand the dynamic environment in which business operates and to appreciate the many and varied factors which impact upon business activity, but this is now developed within a more dynamic and global setting.

Throughout the course students will be developing their transferable skills directly equipping them with necessary skills for their own adult and working life. The units studied, provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world.

Assessment: Students sit three papers at the end of year 13. There is no coursework for this course. All papers are synoptic – so students must revise everything for each of the papers.

Course coverage:

Throughout the whole course the underlying theme is 'strategic decision making' and each unit is delivered so students are able to recommend and solve decision making within the business environment. To be able to do this, students should consider:

- the impact of technology on strategic decision making
- the influences of Corporate Social Responsibility, ethical and environmental issues on strategic decisions
- the difficulties in forecasting future trends
- the importance of assessing feasibility and risk when making strategic decisions
- the impact on stakeholders of strategic decisions and their response to such decisions.

The topics lend themselves to studying and engaging with the business world. The specification and assessment should encourage students to follow business developments and think critically about contemporary business issues. Most of the assessment material is based on real business situations. By examining and thinking critically about real business situations as they study the subject, students will gain an insight into different contexts which will help them to understand the key issues in any situation and compare and contrast this with other situations and apply their understanding.

The ten units of the course are:

1. What is business?
2. Managers, leadership and decision making
3. Decision making to improve marketing performance
4. Decision making to improve operational performance

5. Decision making to improve financial performance
6. Decision making to improve human resource performance
7. Analysing the strategic position of a business (A-level only)
8. Choosing strategic direction (A-level only)
9. Strategic methods: how to pursue strategies (A-level only)
10. Managing strategic change (A-level only)

Key Stage Five Curriculum Review

Year 12 Business content:

	Name of topic and key content Teacher 1	Name of topic and key content Teacher 2	Assessment points
Term 1	<p>Unit 1: What is Business</p> <ul style="list-style-type: none"> • The nature & purpose of business • Different forms of business • Understanding that businesses operate within an external environment <p>Unit 2: Managers, Leadership & Decision making</p> <ul style="list-style-type: none"> • Understanding management, leadership and decision making • Understanding management decision making • Understanding the role and importance of stakeholders 	<p>Unit 3: Decision making to improve marketing performance</p> <ul style="list-style-type: none"> • Setting marketing objectives • Understanding markets and customers • Making marketing decisions; segmentation, targeting, positioning • Using the marketing mix 	<p>Students will be assessed in class at several points throughout each term. Assessments could take the form of: MC questions, small and longer mark examination questions, case study work and quick quizzes.</p> <p>They will also have an end of half term or term test:</p> <p>October half term test</p> <p>December half term test</p>
Term 2	<p>Unit 6: Human resources</p> <ul style="list-style-type: none"> • Setting human resources objectives • Analysing HR performance • Improving organisational design and managing HR flow 	<p>Unit 4: Decision making to improve operational performance.</p> <ul style="list-style-type: none"> • Setting operational objectives • Analysing operational performance • Increasing efficiency and productivity • Improving Quality • Managing inventory and supply chains 	<p>Students will be assessed in class at several points throughout each term. Assessments could take the form of: MC questions, small and longer mark examination questions, case study work and quick quizzes.</p>

			They will also have an end of half term or term test: February half term test Easter half term test
Term 3	Unit 5: Decision making to improve financial performance <ul style="list-style-type: none"> • Setting financial objectives • Analysing financial performance • Sources of finance • Improving cashflow and profits Unit 7a: Analysing the strategic position of a business: internal factors <ul style="list-style-type: none"> • Mission, corporate objectives and strategy • Analysing the existing internal position of a business to assess S & O: financial ratio analysis 	Unit 8: Strategic direction: choosing which markets to compete in and what products to offer <ul style="list-style-type: none"> • Choosing which markets to compete in and what products to offer • Choosing how to compete 	Students will be assessed in class at several points throughout each term. Assessments could take the form of: MC questions, small and longer mark examination questions, case study work and quick quizzes. They will also have an end of half term or term test: Internal mock exam

Year 13 Business content:

	Name of topic and key content Teacher 1	Name of topic and key content Teacher 2	Assessment points
Term 1	Unit 7a: Analysing the strategic position of a business: internal factors <ul style="list-style-type: none"> • Analysing the existing internal position of a business to assess S & O: financial ratio analysis • Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance Unit 7b Analysing the strategic position of a business external factors and strategic options.	Unit 9: Strategic methods: how to pursue strategies <ul style="list-style-type: none"> • Assessing a change in scale • Assessing innovation • Assessing internationalisation • Assessing greater use of digital technology 	Students will be assessed in class at several points throughout each term. Assessments could take the form of: MC questions, small and longer mark examination questions, case study work and quick quizzes. They will also have an end of

	<ul style="list-style-type: none"> Analysing strategic options: investment appraisal Analysing the external environment to assess opportunities and threats: political and legal change 		<p>half term or term test:</p> <p>October half term test</p>
Term 2	<p>Unit 7b analysing the strategic position of a business external factors and strategic options</p> <ul style="list-style-type: none"> Analysing the external environment to assess opportunities and threats: economic change Analysing the external environment to assess opportunities and threats: social and technological Analysing the external environment to assess opportunities and threats: the competitive environment 	<p>Unit 10: Managing Change</p> <ul style="list-style-type: none"> Managing Change Organisational culture 	<p>Students will be assessed in class at several points throughout each term. Assessments could take the form of: MC questions, small and longer mark examination questions, case study work and quick quizzes.</p> <p>They will also have an end of half term or term test:</p> <p>Internal mock exam (December)</p> <p>Paper 3 mock</p>
Term 3	Revision	Revision	External exam