



Curriculum Overview – Business Studies and Enterprise & Marketing

Why is the study of Business Studies and Enterprise & Marketing important?

Business Studies & Enterprise and Marketing is a dynamic, interesting and challenging subject area. It is completely relevant to the world in which we live today, providing students with realistic learning experiences which they will carry on into life.

Pupils learn how to use relevant terms, concepts and methods effectively to describe business and economic behaviour. Within the Business Studies department we want our students to develop as independent learners and encourage them to use an enquiring, critical approach to distinguish facts from opinions, develop arguments and make informed judgements

Business Studies & Enterprise and Marketing also makes a positive contribution to developing young people as individuals and participants in society, the economy and the environment.

What skills will you gain from Business Studies & Marketing?

- Collaborative working
- Independent thinking
- Numeracy & Financial analysis
 - Research Skills
 - Presentation skills
 - Evaluation skills
 - IT skills
 - Self Confidence

What knowledge will you gain from the study of Business and Enterprise and Marketing?

Students will gain knowledge of:

- Enterprise and Entrepreneurship
- Business Organisations
- Sale and Marketing
- Human Resources
- Manufacturing and Production
- Technology in Business
- How the wider economy affects us all
- Business Finance

"Our curriculum will be structured so that no pupil is prevented from pursuing a course or programme based on their gender, ability, ethnicity, religion or sexual orientation. Pupils with disabilities or special educational needs will, as far as is possible, be provided with reasonable



How does Business Studies and Enterprise and Marketing help you in other subject areas?

Business Studies and Enterprise and Marketing provides you with a significant amount of business knowledge that you can also transfer to other subjects, such as planning and presenting a project or ideas, it helps you look at numerical and financial information and data in a real world situation.

Additionally the theory can be transferred to any area of work that you are aiming to work in, whether it is planning and organising the finances of your own building company, recruiting new employees for your hotel business, ensuring you understand consumer law if you work in a retail situation or being able to understand the impact in an increase in the minimum wage to your mechanics business.

Business Studies effects everybody who owns and runs a business and it effects everybody who works in a business providing you with practical knowledge and skills beyond the classroom.



What can you do to deepen your knowledge and skills of *Business Studies and Enterprise & Marketing?*

To develop a deeper knowledge of Business Studies and Enterprise & Marketing I can:

Regularly read the business sections of the main newspapers such as The Times, The Financial Times, The Week, The Economist.

Write down and learn new vocabulary and use it in lessons so it becomes embedded.

Watch the news and current affairs programmes.

Talk to adults around you about what they do at work.

Get interested in politics .





How are you assessed in Business Studies and Enterprise & Marketing?

Enterprise and Marketing

Graded as Pass , Merit , Distinction

Unit One: Enterprise and marketing concepts

Students explore the techniques businesses use to understand their market and develop products, investigate what makes a product viable and understand how businesses attract and retain customers.

Unit Two: Design a business proposal

Students are presented with a business challenge from which they create a researched and costed business proposal. They will carry out market research, present data, use idea generation tools, seek and act on feedback, and cost their proposals. In their work on this unit they will develop their self-assessment, collaborative working, creativity, numeracy, research and evaluative skills.

Unit Three: Market and pitch a business proposal

Students prepare for and pitch the business proposal that they developed in the previous unit. They develop a brand identity and investigate how best to promote their product and then plan, practise and finally deliver their pitch. Afterwards they review both their performance and their business proposal. This will help develop their analysis and self-evaluative skills as well as those relating to self-presentation.



GCSE Business Studies

Graded as 9-1

Unit 1—Investigating small business

In this unit, pupils will look at how entrepreneurs spotting a business opportunity. Showing enterprise and how a business idea is put into practice will be learnt through practical tasks, with pupils experiencing what it is like to start up a business. How businesses make their start-up effective is looked at by investigating financial plans and pupils will learn simple financial calculations and how to calculate profit and monitor business expenditure through interpreting cash flow forecasts. Pupils will learn about the economic environment that affects business start-up and expansion.

Unit 2 - Building a business

You will explore marketing and how businesses meet customer needs. Pupils will learn how businesses carry out effective financial management and pupils will be able to carry out simple financial calculations. People management is covered by looking at recruitment and selection of employees and methods used to motivate the workforce. The wider world affecting business is also investigated including looking at the external economic environment.



YEAR GROUP: YEAR 10 GCSE BUSINESS STUDIES RETRIEVAL RELEACH/REVISIT INTERLEAVING



Curriculum Map

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
EDXCEL PAPER ONE	<p>W/C 07/9</p> <p>1. Aims & Expectations Unit 1 2. What is enterprise & marketing? 3. Why do businesses exist? 4. The need for business segmentation 5. Types of market segmentation 6. The benefits of market segmentation CHECKPOINT QUIZ</p>	<p>W/C 14/9</p> <p>1. The purpose of market research 2. Primary Research methods 3. Advantages & disadvantages of primary research 4. Secondary Research methods 5. Advantages & disadvantages of secondary research CHECKPOINT QUIZ</p>	<p>W/C 21/9</p> <p>1. Types of and uses of customer feedback 2. Methods of quality control 3. Methods of stock control END OF UNIT TEST</p>	<p>W/C 28/9</p> <p>Unit 2 1. Fixed Costs & Variable Costs 2. Calculating total costs 3. What is revenue & how to calculate it CHECKPOINT QUIZ</p>	<p>W/C 5/10</p> <p>1. Break-even – what is it? How is it calculated? 2. Reading a break-even graph 3. What is gross profit, net profit & how are they calculated? 2. The importance of cash flow CHECKPOINT QUIZ</p>	<p>W/C 12/10</p> <p>END OF UNIT TEST END OF UNIT TEST ACTION PROJECT Both of the above tasks are inter-leaving and retrieval</p>	<p>W/C 19/10</p> <p>1. Product life cycle stages and how it is used 2. Extension Strategies 3. Product differentiation 4. The importance of a LSP CHECKPOINT QUIZ</p>	<p>W/C 27/10</p> <p>1. The importance of strong branding 2. The design mix 3. The importance of business plans – why & contents END OF UNIT TEST</p>	
EDXCEL PAPER ONE	<p>W/C 9/11</p> <p>END OF UNIT TEST ACTION PROJECT Both of the above tasks are inter-leaving and retrieval</p>	<p>W/C 16/11</p> <p>1. How does technology affect business? 2. Economic issues in Business – recession, boom, inflation, employment CHECKPOINT QUIZ</p>	<p>W/C 23/11</p> <p>1. Legal issues in business – copyright & patent, product safety standards TEST COVERING ALL SO FAR</p>	<p>W/C 30/11</p> <p>POST END OF UNIT TEST ACTION PROJECT Both of the above tasks are inter-leaving and retrieval</p>	<p>W/C 7/12</p> <p>1. Methods of advertising to attract & retain customers 2. Sales promotional techniques to attract & retain customers 3. The importance of customer service to attract & retain customers CHECKPOINT QUIZ</p>	<p>W/C 14/12</p> <p>1. Business ownership structures 2. Limited and unlimited liability 3. The functions of a business- HR, Marketing, Operations, Finance CHECKPOINT QUIZ</p>	<p>W/C 4/1</p> <p>1. Finance – reporting & cash flow forecasting END OF TERM TEST</p>	<p>W/C 11/1</p> <p>1. Business Location 2. Stakeholders CHECKPOINT QUIZ</p>	
EDXCEL PAPER ONE & PAPER TWO	<p>W/C 18/1</p> <p>1. The importance of adding value 2. Market Mapping CHECKPOINT QUIZ</p>	<p>W/C 25/1</p> <p>1. Competition 2. Competitive Markets CHECKPOINT QUIZ</p>	<p>W/C 1/8</p> <p>FULL PAPER ONE REVISION PREP</p>	<p>W/C 22/2</p> <p>FULL PAPER ONE X 2 Both of the above tasks are inter-leaving and retrieval</p>	<p>W/C 1/3</p> <p>POST FULL PAPER ACTION</p>	<p>W/C 8/3</p> <p>PAPER TWO 1. Business Growth 2. Why & How Business Objectives change CHECKPOINT QUIZ</p>	<p>W/C 15/3</p> <p>1. Financing growth 2. PLC's CHECKPOINT QUIZ</p>	<p>W/C 22/3</p> <p>1. Business & Globalisation 2. International Trade 3. Competing Internationally CHECKPOINT QUIZ</p>	
EDXCEL Topics	<p>W/C 29/3</p> <p>1. Ethics and Business 2. Environmental Issues CHECKPOINT QUIZ</p>	<p>W/C 19/4</p> <p>1. Marketing Mix CHECKPOINT QUIZ</p>	<p>W/C 26/4</p> <p>1. Marketing Mix CHECKPOINT QUIZ</p>	<p>W/C 3/5</p> <p>1. Business operation & production 2. Business operation & technology CHECKPOINT QUIZ</p>	<p>W/C 10/5</p> <p>END OF LEARNING TEST POST END OF LEARNING TEST ACTION</p>	<p>W/C 17/5</p> <p>1. Managing Stock 2. Suppliers and procurement CHECKPOINT QUIZ</p>	<p>W/C 24/5</p> <p>1. Managing Quality 2. Customer Service & The Sales Process CHECKPOINT QUIZ</p>	<p>W/C 7/5</p> <p>1. Gross & Net Profit 2. Profit Margins & ABR CHECKPOINT QUIZ</p>	
EDXCEL Topics	<p>W/C 14/6</p> <p>1. Interpreting quantitative data 2. Limitations of quantitative data 3. The importance of effective communication CHECKPOINT QUIZ</p>	<p>W/C 21/6</p> <p>1. Organisational Structures 2. Ways of working 3. Different job roles and responsibilities CHECKPOINT QUIZ</p>	<p>W/C 28/6</p> <p>1. Effective recruitment END OF LEARNING TEST</p>	<p>W/C 5/7</p> <p>1. The importance of training 2. Developing employees</p>	<p>W/C 12/7</p> <p>1. Motivating Employees</p>				

