



SUBJECT: Business Studies

Key Stage 4 Curriculum Content – 2016/17

	<u>Year 9</u>	<u>Year 10</u>	<u>Year 11</u>
<u>HT1</u>	<ul style="list-style-type: none"> ● <u>Business Opportunity</u> ● Consumer behaviour ● Market Mapping ● Adding Value 	<ul style="list-style-type: none"> ● <u>Effecting success in Start-up</u> ● Recruiting the right staff ● Staff training ● Motivation 	<ul style="list-style-type: none"> ● Courseswork Content ● (Data Analysis) ● (Impact on Stakeholders) ● (Business Proposals)
<u>HT2</u>	<ul style="list-style-type: none"> ● <u>Enterprise</u> ● Franchising ● Invention and Innovation ● Enterprise Skills 	<ul style="list-style-type: none"> ● <u>Meeting Customer Needs</u> ● Design ● R&D ● Quality and Stock 	<ul style="list-style-type: none"> ● <u>Economic Context</u> ● Demand ● Supply ● Commodity Markets ● Interest ● Exchange Rates ● Stakeholders
<u>HT3</u>	<ul style="list-style-type: none"> ● Business Risks and Rewards ● Calculated Risks ● <u>Marketing</u> ● Market research ● Product Lifecycle ● Boston Matrix 	<ul style="list-style-type: none"> ● Customer Service ● Cost Effectiveness ● <u>Financial Management</u> ● Break Even ● Financing Business Growth 	<ul style="list-style-type: none"> ● <u>People in Business</u> ● Organisational Structure ● Motivation ● Communication ● Remuneration
<u>HT4</u>	<ul style="list-style-type: none"> ● Marketing Mix ● Branding and Differentiation ● Sales Strategy ● Consumer Protection 	<ul style="list-style-type: none"> ● Improving Profit ● How to improve Cashflow 	<ul style="list-style-type: none"> ● <u>World Context</u> ● Ethics ● Environment ● Trade ● Government ● EU and Brexit
<u>HT5</u>	<ul style="list-style-type: none"> ● <u>Executing a Business Idea</u> ● Estimating Costs ● Estimating Revenue ● Types of Profit and uses ● Role of Cash ● Cashflow forecasting ● Raising Finance 	<ul style="list-style-type: none"> ● <u>Field Study</u> ● <u>Understanding Business Location in the Local Context</u> ● <u>Business Logistics</u> ● <u>Transport in the local and National Context</u> ● <u>Distribution</u> 	<ul style="list-style-type: none"> ● <u>Consolidation</u> ● Revision and application ● Exam Technique

<u>HT6</u>	<ul style="list-style-type: none">● <u>Effective Startup</u>● <u>Customer Focus and Marketing mix</u>● <u>Ltd vs Unlimited</u>● <u>Legal and Tax issues</u>● <u>On-time delivery</u>	<ul style="list-style-type: none">● Coursework Content● (Location)● (customer Service)● (Market Research)	
------------	--	--	--