

# The Buckingham School

## Curriculum Map

Name of subject: Business Studies

		AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
YEAR 10	CONTENT GCSE	Customer Needs, Market Research, Market Segmentation, The Competitive Nature of Business	Aims & Objectives, Revenue, Costs & Profit, Cash & Cash flow, Sources of Finance	Startup & Small Businesses, Locations, Marketing Mix, Business Plans	Stakeholders, Technology, Legislation, Economy, External Influences	Business Growth, Aims & Objectives, Globalisation, Ethics, The Environment	Product, Price, Promotion, Place, Marketing Mix
	BTEC	Learning aim A: Examine the characteristics of enterprises	Learning aim B: Explore how market research helps enterprises to meet customer needs and understand competitor behaviour	Learning aim C: Investigate the factors that contribute to the success of an enterprise	A Promotion	B Financial records	C Financial planning and forecasting
	SKILLS to Record, Develop and Refine	Organisation  Collaboration  Taking Responsibility	Perseverance  Decisiveness  Applying	Analysing  Explaining  Justifying	Structuring Answers  Answering Directly	Organisation  Collaboration  Taking Responsibility	Perseverance  Decisiveness  Applying

					Extending Writing		
	THEMES GCSE	Spotting a Business Opportunity	Putting a Business Idea into Practice	Making the Business Effective	Understanding External Influences	Growing the Business	Making Marketing Decisions
	BTEC	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 1: Exploring Enterprises	Component 3: Promotion and Finance for Enterprise	Component 3: Promotion and Finance for Enterprise	Component 3: Promotion and Finance for Enterprise
YEAR 11	CONTENT GCSE	Operations, Working with Suppliers, Managing Quality, The Sales Process	Business Calculations, Understanding Performance	Organisational Structures, Effective Recruitment, Effective Training & Development, Motivation	Revise, Review, Refine Exam Technique	Final Preparations	N/A
	BTEC	Learning aim A: Explore ideas and plan for a micro-enterprise activity	Learning aim B: Pitch a micro-enterprise activity	Learning aim C: Review own pitch for a micro-enterprise activity			
	SKILLS	Organisation Collaboration Taking Responsibility	Perseverance Decisiveness Applying	Analysing Explaining Justifying	Structuring Answers Answering Directly Extending Writing	Organisation Collaboration Taking Responsibility	N/A

	THEMES GCSE	Making Operational Decisions	Making Financial Decisions	Making Human Resource Decisions	Exam Technique RAG Revision	Exam Technique RAG Revision	N/A
	BTEC	Component 2: Planning for and Pitching an Enterprise Activity	Component 2: Planning for and Pitching an Enterprise Activity	Component 2: Planning for and Pitching an Enterprise Activity	Refinement Revision	Refinement Revision	
YEAR 12	CONTENT	Assignment 1: The Stakeholders and Structures of Businesses	Assignment 2: The Business Environment  Assignment 3: Innovation and Enterprise	A Understand the importance of managing personal finance  B Explore the personal finance sector  C Understand the purpose of accounting	D Select and evaluate different sources of business finance  E Break-even and cash flow forecasts	F Complete statements of comprehensive income and financial position and evaluate a business's performance	A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign
	SKILLS	Organisation  Collaboration  Taking Responsibility	Perseverance  Decisiveness  Applying	Analysing  Explaining  Justifying	Structuring Answers  Answering Directly  Extending Writing	Organisation  Collaboration  Taking Responsibility	Perseverance  Decisiveness  Applying
	THEMES	Unit 1 – Exploring Business	Unit 1 – Exploring Business	Unit 3 – Personal and Business Finance	Unit 3 – Personal and Business Finance	Unit 3 – Personal and Business Finance	Unit 2 - Developing a Marketing Campaign

YEAR 13	CONTENT	B Using information to develop the rationale for a marketing campaign	C Planning and developing a marketing campaign	<p>A: Examine how effective recruitment and selection contribute to business success</p> <p>B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p>	Learning aim C: Reflect on the recruitment and selection process and your individual performance	n/a	N/A
	SKILLS	<p>Organisation</p> <p>Collaboration</p> <p>Taking Responsibility</p>	<p>Perseverance</p> <p>Decisiveness</p> <p>Applying</p>	<p>Analysing</p> <p>Explaining</p> <p>Justifying</p>	<p>Organisation</p> <p>Collaboration</p> <p>Taking Responsibility</p>	n/a	N/A
	THEMES	Unit 2 - Developing a Marketing Campaign	Unit 2 - Developing a Marketing Campaign	Unit 8 - Recruitment and Selection Process	Unit 8 - Recruitment and Selection Process	n/a	N/A