

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
	SKILLS to Record, Develop and Refine	Organisation Collaboration Taking Responsibility	Perseverance Decisiveness Applying	Analysing Explaining Justifying	Structuring Answers Answering Directly Extending Writing	Organisation Collaboration Taking Responsibility	Perseverance Decisiveness Applying
	THEMES GCSE	Theme 1: Investigating small businesses Spotting a Business Opportunity	Theme 1: Investigating small businesses Putting a Business Idea into Practice	Theme 1: Investigating small businesses Making the Business Effective	Theme 1: Investigating small businesses Understanding External Influences	Theme 2: Building a business Growing the Business	Theme 2: Building a business Making Marketing Decisions

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	Financial records, sources of revenue and costs, Final Accounts, Profitability and Liquidity	Cash Flow Forecasting, Break Even, Sources of Finance	Generating Business Ideas, Business Planning,	Planning and Presenting a Business Pitch	Self-reflection of progress	
	SKILLS	Organisation Collaboration Taking Responsibility	Perseverance Decisiveness Applying	Analysing Explaining Justifying	Exam Technique Communication/ Public speaking Organising	Organisation Collaboration Taking Responsibility	N/A
	THEMES GCSE	Theme 2: Building a business Making Operational Decisions	Theme 2: Building a business Making Financial Decisions	Theme 2: Building a business Making Human Resource Decisions	Exam Technique RAG Revision	Exam Technique RAG Revision	N/A
	BTEC	Component 3: Promotion and Finance for Enterprise Learning aim B Financial Records	Component 3: Promotion and Finance for Enterprise Learning aim C Financial planning and forecasting	Component 2: Planning for and Pitching an Enterprise Activity Learning aim A: Explore ideas and plan for a micro-enterprise activity	Component 2: Planning for and Pitching an Enterprise Activity Learning aim B: Pitch a micro-enterprise activity	Component 2: Planning for and Pitching an Enterprise Activity Learning aim C: Review own pitch for a micro-enterprise activity	

YEAR 12	CONTENT	<p>Functions of Money, Finance Planning, Bank Accounts, Saving and Investment</p> <p>Financial Institutions, Consumer Protection,</p> <p>Purpose of Accounting, Types of Income and Expenditure,</p>	<p>Sources of Finance, Break-even, Cash Flow Forecasts,</p> <p>Final accounts, Profitability, Efficiency and Liquidity</p>	<p>Features of a business, Stakeholders, Business Communications,</p> <p>Business Structure and Organisation, Aims and Objectives,</p>	<p>External Environment, Internal Environment, Situational analysis</p> <p>Market Structures, Supply and Demand,</p>	<p>Role of Innovation and Enterprise,</p>	<p>The role of marketing, marketing aims and objectives, Types of markets, Internal and External Influences</p>
	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>Structuring Answers</p> <p>Answering Directly</p> <p>Extending Writing</p>	<p>Organisation</p> <p>Collaboration</p> <p>Taking Responsibility</p>	<p>Perseverance</p> <p>Decisiveness</p> <p>Applying</p>
	THEMES	<p>Unit 3 – Personal and Business Finance</p> <p>A Understand the importance of managing personal finance</p> <p>B Explore the personal finance sector</p> <p>C Understand the purpose of accounting</p>	<p>Unit 3 – Personal and Business Finance</p> <p>D Select and evaluate different sources of business finance</p> <p>E Break-even and cash flow forecasts</p> <p>F Complete statements of comprehensive income and financial position and evaluate a business's performance</p>	<p>Unit 1 – Exploring Business</p> <p>Assignment 1: Features contributing to the success of contrasting businesses</p>	<p>Unit 1 – Exploring Business</p> <p>Assignment 2: The Effects of the Environment on a business</p>	<p>Unit 1 – Exploring Business</p> <p>Assignment 3: How important is innovation and enterprise to today's businesses</p>	<p>Unit 2 - Developing a Marketing Campaign</p> <p>A Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign</p>

YEAR 13	CONTENT	Customer's Needs and Wants, Market Research, Developing Rationale,	Marketing Aims and Objectives, Situational Analysis, Marketing Mix, The Marketing Campaign.	Staff recruitment, internal and external recruitment methods, Recruitment and selection process, Legislation, Ethical Considerations	Job Applications, Interviews and Skills, Interview Feedback, Interview Role Plays, SWOT and Action Plan,	n/a	N/A
	SKILLS	Organisation Collaboration Taking Responsibility	Perseverance Decisiveness Applying	Analysing Explaining Justifying	Organisation Collaboration Taking Responsibility	n/a	N/A
	THEMES	Unit 2 - Developing a Marketing Campaign B Using information to develop the rationale for a marketing campaign	Unit 2 - Developing a Marketing Campaign C Planning and developing a marketing campaign	Unit 8 - Recruitment and Selection Process Assignment 1: Evaluating the recruitment and selection process of a large business	Unit 8 - Recruitment and Selection Process Assignment 2: The Recruitment and Selection Process	n/a	N/A