

Curriculum Subject: Business Studies KS5 Miss Hancock

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
YEAR 12	1.1 – Meeting customer needs	1.2 – The market	1.3 – Marketing mix and strategy	1.4 – Managing People	1.5 – Entrepreneurs and leaders	Revision Year 12 Mock Exam
	<ul style="list-style-type: none"> • The Market • Market research • Market positioning 	<ul style="list-style-type: none"> • Supply • Demand • PED and YED 	<ul style="list-style-type: none"> • Product/ service design • Branding, promotion, marketing and pricing strategy • Distribution 	<ul style="list-style-type: none"> • Staffing, recruitment, and training • Organisational design • Motivation and leadership 	<ul style="list-style-type: none"> • Role of an entrepreneur: motives and characteristics • Business objectives and choices • Forms of business 	<ul style="list-style-type: none"> • Revise content • Revise skills • Take and review exam
	Options Round 2					
YEAR 13	3.1 – Business objectives and strategy	3.2 – Business growth	3.3 – Decision making techniques 3.4 – Influences on business decisions	3.5 – Assessing competitiveness Revision	3.6 – Managing change A- Level Exam	External exams
	<ul style="list-style-type: none"> • Corporate objectives • Corporate strategy and SWOT analysis • Impact of external influences 	<ul style="list-style-type: none"> • Organic growth • Inorganic growth: Mergers and takeovers • Reasons for staying small 	<ul style="list-style-type: none"> • Quantitative sales forecasting • Investment appraisal • Decision trees • Critical Path Analysis • Corporate culture and influences • Stakeholders vs shareholders • Business ethics 	<ul style="list-style-type: none"> • Interpretation of financial statements • Ratio analysis • Human resources 	<ul style="list-style-type: none"> • Causes and effects of change • Key factors in change • Scenario planning 	

St Bede's Curriculum Design Principles

Within subjects: depth, relevance, sequencing, spacing

Between subjects: breadth, cultural capital, coherence, progression, interlinking

ASSESSMENT OBJECTIVES:

AO1 – Demonstrate knowledge of terms, concepts, theories, methods and models to show an understanding of how individuals and organisations are affected and respond to business issues,

AO2 – Apply knowledge and understanding to various business contexts to show how individuals and organisations are affected and respond to issues.

AO3 – Analyse issues within a business, showing an understanding of the impact on individuals and organisations of external and internal influences.

AO4 – Evaluate qualitative and quantitative evidence to make informed judgements and propose evidence-based solutions to business issues.