

### Curriculum Overview

#### Year 10

##### Term 1.1 - Enterprise and entrepreneurship

###### Introduction to Business Studies - **Baseline testing**

Topic 1.1.1: The dynamic nature of business

Topic 1.1.2: Risk and reward

Topic 1.1.3 The role of business enterprise

**Revision**

###### **Assessment 1.1: Enterprise and entrepreneurship**

##### Term 1.2 - Spotting a business opportunity

Topic 1.2.1: Customer needs

Topic 1.2.2: Market research

Topic 1.2.3: Market Research

Topic 1.2.3: Market segmentation

Topic 1.2.4: The competitive environment

**Revision**

###### **Assessment 1.2: Spotting a business opportunity**

##### Term 2.1 – Putting a Business Idea into Practice

Topic 1.3.1: Business aims and objectives

Topic 1.3.2: Business revenues, costs and profits

1.3.3: Cash and cash-flow

1.3.4: Sources of business finance

**Revision**

###### **Assessment 1.3: Putting an idea into practice**

##### Term 2.2 – Making the business effective

1.4.1: The options for start-up and small

1.4.2: Business location

businesses	
1.4.3: The marketing mix	1.4.4: Business plans
<b>Revision</b>	
<b>Assessment 1.4: Making the business effective</b>	

### **Term 3.1 – Understanding external influences on business**

1.5.1 Business Stakeholders	1.5.2 Technology and business
1.5.3 Legislation and business	1.5.4 The economy and business
1.5.5 External influences	<b>Revision</b>
<b>Assessment: Understanding external influences on business</b>	

### **Term 3.2**

Revision of Theme 1	End of Year assessment
Mini project – Setting up a business	

## **Year 11**

### **Term 1.1- Growing the business**

Topic 2.1.1: Business growth	Topic 2.1.2: Changes in business aims and objectives
Topic 2.1.3: Business and globalisation	2.1.4: Ethics, the environment and business
Revision	
<b>Assessment: Growing the business</b>	

### **Term 1.2 – Making marketing decisions**

2.2.1: Product	2.2.2: Price
2.2.3: Place	2.2.5: Using the marketing mix to make business decisions
Revision	

**Assessment: Making marketing decisions****Mock examination – Summer examination for Theme 1 – 1 hour 30 minutes****Term 2.1 – Making operational decisions**

2.3.1: Business operations	2.3.2: Working with suppliers
2.3.3: Managing quality	2.3.4: The sales process
Revision	
<b>Assessment: Making operational decisions</b>	

**Term 2.2 – Making financial decisions**

2.4.1: Business calculations	2.4.2: Understanding business performance
Revision	
<b>Assessment: Making financial decisions</b>	

**Making human resource decisions**

2.5.1: Organisational structures	2.5.2: Effective recruitment
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**Term 3.1 - Making human resource decisions**

2.5.3: Effective training and development	2.5.4: Motivation
Revision	
<b>Assessment: Making human resource decisions</b>	

**Mock examination- Summer examination for Theme 2 – 1 hour 30 minutes**

Revision of all topics in preparation for Summer examination
Command word taxonomy and definitions of business terms
Past paper practice

Subject Specific Skills
<p>As well as the core issues, Business helps to develop many important transferable skills, such as numeracy, literacy, ICT, problem solving, information collecting, as well as analytical, evaluative and social skills.</p> <p>The aims and objectives of this qualification are to enable students to:</p> <ul style="list-style-type: none"> <li>• know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society</li> <li>• apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts</li> <li>• develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems</li> <li>• develop as effective and independent students, and as critical and reflective thinkers with enquiring minds</li> <li>• use an enquiring, critical approach to make informed judgements</li> <li>• investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business</li> <li>• develop and apply quantitative skills relevant to business, including using and interpreting data.</li> </ul>
Methods of Assessment and Exam Structure
<p><b>Theme 1: Investigating small business Science</b>  <b>Written examination: 1 hour 30 minutes</b>  <b>50% of the qualification</b></p> <p>Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students will be introduced to local and national business.</p> <p><b>Theme 2: Building a Business</b>  <b>Written examination: 1 hour 30 mins</b>  <b>50% of the qualification</b></p> <p>Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows.</p>
The Business, Art and Culture Faculty
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### How parents and carers can help

**Include useful websites and resources in this section and any online packages we use GCSE Business help websites:**

GCSE bitesize: [www.bbc.com/bitesize/subjects/zpsvr82](http://www.bbc.com/bitesize/subjects/zpsvr82)

Tutor2u: [www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing](http://www.tutor2u.net/business/blog/gcse-igcse-business-studies-revision-notes-master-listing)

[www.businessed.co.uk](http://www.businessed.co.uk)

[businesscasestudies.co.uk/case-studies/by-topic/#axzz4L0Cy2k3P](http://businesscasestudies.co.uk/case-studies/by-topic/#axzz4L0Cy2k3P)

[www.tinyurl.com/nishkamhigh](http://www.tinyurl.com/nishkamhigh)