



# King Harold Academy



## Business Studies Curriculum Overview

**YEAR 10**

	Autumn Term	Spring Term	Summer Term	Rationale
<b>Composites</b>	Enterprise: Spotting a Business Opportunity and putting it into practice	Making a Business effective	Understanding External Influences	<p>Students will be introduced in the Autumn Term to the key concepts, issues and skills that are related to starting business. They will learn how entrepreneurs take a simple idea and turn it into a business.</p> <p>The Spring term continues to focus on Theme 1 content whereby students continue to learn about concepts relating to investigating small businesses. They will now be expected to consider how newly formed businesses are made to be effective.</p> <p>The Summer term will require students to consider external influences on businesses. At this point students would have covered all concepts required in Theme 1 (Paper 1) which would be examined in their final year 10 mock exams. Exam command verbs as per Exam board guidance will be embedded in lessons throughout the school year.</p>
<b>Key Components</b>	Business Enterprise, Risks and Rewards, Needs of Customers, Market Research, Aims & Objectives, Key Financial Calculations.	Sources of Finance, Business Location, Marketing Mix, Business Planning, Business Ownerships.	Stakeholders, Technology and Businesses, Legislation, The Economy, Globalisation, Consumer Income Changes, Inflation.	
<b>Tier 3 language</b>	Entrepreneur, Consumer, Market research, Risks, Reward, Cash Flow, Stakeholder, Objectives, Profit	Source of Finance, Asset, Limited liability, Retained profit, Franchise, E-commerce, M-commerce, Business Plan, Marketing Mix	Stakeholders, Private & Public Limited company, Ethics, Interest & exchange rate, Legislation, Globalisation, Economy	
<b>Assessment</b>	End of Term 1 Assessment x 1 Fortnightly Low stakes testing	End of Term 2 Assessment x 1 Fortnightly Low stakes testing	Business Studies Paper 1 mock exam x 1 Fortnightly Low stakes testing	
<b>The best that has been thought and said</b>	Peter Jones, Duncan Bannatyne, James Dyson	Richard Branson	Philip Green	

**YEAR 11**

<b>Composites</b>	Growing the Business: Marketing and Financial Decisions.	Making Operational and Human Resources Decisions	Revision & GCSE Exams	<p>Students will be introduced in the Autumn Term to aspects of business operations in context of national and global businesses that are expanding. They will learn how developing businesses make marketing and financial decisions.</p> <p>The Spring term continues to focus on Theme 2 whereby students continue to learn about concepts relating to building a business. They will now be expected to consider how operations and human resources are maintained.</p> <p>The Summer term will be used to re-visit the content most likely to appear in the summer exams. Students will have the opportunity for deliberate practice and memory retrieval of concepts relating to Theme 1 and 2. Exam command verbs as per Exam board guidance will be embedded in lessons throughout the school year.</p>
<b>Key Components</b>	Sources of Finances, Change in Aims & Objectives, Ethics and the Environment, Marketing Mix, Financial Calculations, Understanding Business Performance	Business Operations, Methods of Production, Role of Procurement, Logistics & Supply Chain, Managing Quality, Organisational Structures, Recruitment, Training & Development	Preparation for GCSE examinations. Deliberate Practice & Retrieval Practice of key knowledge.	
<b>Tier 3 language</b>	Methods of Growth, Dividends, Market Share, Profit Margin, Design Mix, Extension Strategy, Product Life Cycle, ARR, Profit Margins	Job & Flow Production, Bespoke, Customisation, Procurement, Logistics, Supply Chain, Quality Control & Assurance, Span of Control	Exam Command Verbs: Give, Identify, State, Outline, Explain, Describe, Discuss, Analyse, Justify, Evaluate	
<b>Assessment</b>	Business Studies Paper 1 mock exam x 1 Fortnightly Low stakes testing	Business Studies Paper 2 mock exam x 1 Walking Talking Mocks x 1	GCSE Exams	
<b>The best that has been thought and said</b>	Alan Sugar, Simon Cowell, Martin Lewis	Brent Hoberman		