

		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	<b>VISION</b>	The vision of the Business Studies department is to provide comprehensive learning opportunities for students and teach them to develop enterprising skills such as problem solving, decision making, risk-taking and 'can do' attitude. We also aim at providing students with opportunities to research and write about successful Global, International or National Business Organisations and learn about the strategies which have made them successful. Students will acquire personal finance skills to be able to manage their finances well. We are focused on unlocking and nurturing the potential of our students and supporting them to develop the competencies, skills and knowledge they need to progress to the university or apprenticeship for higher learning and live life in its fullness.					
<b>YEAR 12</b>							
Year 10	<b>BIG IDEAS</b>	Understanding Business	Understanding Business.	Understanding Business	Understanding Marketing Campaign	Understanding Marketing Campaign	Understanding Marketing Campaign
	<b>Contents to be taught</b>	Unit 1 Exploring Business: A: Explore the features of different businesses and analyse what makes them successful. B: Investigate how businesses are organised	Unit 1: Exploring Business: C: Examine the environment in which businesses operate. D: Examine business markets..	Unit 1 Exploring Business: Investigate the role and contribution of innovation and enterprise to business success.	E: Unit 2: Developing a Marketing Campaign. A. Introduction to the principles and purposes of marketing that underpin the creation of a rationale for a marketing campaign	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.
	Explicit teaching of:	Investigating the features, purposes, activities, aims and the structure of contrasting businesses and explore how the structures of businesses enable them to achieve their purpose and aims.	Using situational analysis models such as SWOT, PESTLE and Porters 5 Forces to examine business environment and the markets within which businesses operate.	Exploring how businesses utilise innovation and enterprise and the benefits these have businesses.	Understanding the principles, aims and rationale of marketing. Factors affecting marketing will be looked in depth.	Effectively use of marketing research to collect, analyse and interpreting data to make rational business decisions and creating a rationale for a marketing campaign.	Using a range of marketing tools and strategies such as the 7PS to plan and evaluate successful marketing campaign for business organisations.
	<b>Literacy Strategies: DVI, Say</b>	Contrast, functions, characteristics, features, limited liability, ownership, stakeholders risk taking, Aims and Objectives, competition, customers, key success factors, Primary sector, secondary sector, tertiary sector.	Situation Analysis, SWOT, Porters Five Forces, competitive environment, Fiscal policy, Market, Demand, Supply, Price elasticity of demand, perfect competition, Monopoly, interest rate, inflation, Gross domestic product	Innovation, Enterprise, Efficiency, Unique selling point, Benefits, Risks, profitability, Profit maximisation.	Market Campaign, Rationale, Market analysis, Market research, questionnaire, interview. Focused group, primary and secondary market research, qualitative and quantitative Market Research, Niche market, competition, customers, key success factors, Profit, Break, Sales Volume, target Market, survey, observation. Brand personality, brand awareness, Target Market, Marketing mix	Associate risk, mitigate, gap in the market, skill audit, financial aims, non financial aims, unique selling point, pricing strategies, competitor analysis, cost-benefit analysis, target market,	Competitor analysis, ethical and legal consideration, campaign budget, persuasive pitching, competition, method of communication, audience, feedback evaluate, assess, challenge
<b>YEAR 13</b>							
Year 11	<b>BIG IDEAS</b>	Understanding Personal and Business Finance	Understanding Personal and Business Finance	Understanding Business Recruitment	Understanding Business Recruitment	Component 3: Promotion and Finance for Enterprise.	Component 3: Promotion and Finance for Enterprise.
	<b>Contents to be taught</b>	Unit 3: Personal and Business Finance. 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.	Unit 3: Personal and Business Finance. E. Break-even and cash flow forecasts. F. Complete statements of comprehensive income and financial position and evaluate a business's performance	UNIT 8: Recruitment and Selection Process A. Examine how effective recruitment and selection contribute to business success. B Undertake a recruitment activity to demonstrate the processes leading to a successful job offer	UNIT 8: Recruitment and Selection Process. C: Reflect on the recruitment and selection process and your individual performance	Preparation for Resit. Reteaching the unit 2 contents in preparation for their resit exams. Doing past examination papers with students to prepare for them for their retake	Preparation for Resit. Reteaching the unit 3 contents in preparation for their resit exams. Doing past examination papers with students to prepare for them for their retake
	Explicit teaching of:	Students will about personal finance which involves understanding why money is important and how managing their money can help prevent future financial difficulties. It is vital students understand the financial decisions to be made throughout life and how risk can affect them and their choices. This unit provide students with insight into where financial advice and support can be secured.	The business finance aspects of the unit will be introduced to students and they will learn about accounting terminology, the purpose and importance of business accounts and the different sources of finance available to businesses. Planning tools, such as cash flow forecasts and break-even, will be discussed. Students will be thought how to Measure the financial performance of a business by preparing and analysing statements of comprehensive income and statements of financial position.	Students will learn that successful recruitment is key to maintaining the success of a business, as people are often considered to be the most valued resource. Students will explore the various selection tools and the enhanced use of technology in this area.	In this unit students will have the opportunity, through role play, to take part in selection interviews. They will need to be organised and prepared so that they demonstrate their communication skills in this work-related competence.	Revision and Examination. Content of unit 2 will be revisited and students will do a number of past papers, which are marked and given feedback to improve. They will then sit a series of mini-mock exams to prepare them for their external examination.	Revision and Examination. Content of unit 3 will be revisited and students will do a number of past papers, which are marked and given feedback to improve. They will then sit a series of mini-mock exams to prepare them for their external examination.

<p><b>Literacy Strategies: DVI, Say it e</b></p>	<p>Means of exchange, unit of account, store of value legal tender, bankruptcy, electronic transfer, contactless cards, mobile banking</p>	<p>Market segmentation, budgetary constraints, financial records, Methods of payment, Debit card, direct debit, running cost, fixed cost, variable cost, total cost, break-even, turnover, cost of sales, gross profit, net profit, expenditure, asset, fixed assets, liability, Profitability, liquidity.</p>	<p>Workforce planning, recruitment process, job description, person specification, application form, short-listing, interview protocol, Job analysis, selection, observation Job advert,</p>
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Observation, work related competence, Role-play, Job appraisal, Self-critique, Action plan, SWOT, Review, Evaluation, Interview feedback, Right-to-Work Legislation, Equal opportunity legislation.

Revisiting and revising all the direct vocabularies we considered in last year summer term lessons.

Revisiting and revising all the direct vocabularies we considered in Autumn term lessons.

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