

BUSINESS STUDIES OVERVIEW FOR 2017/18 ACADEMIC YEAR

<u>Business Studies</u> <u>Overview</u> <u>2017/2018</u>	Year 9 KS4	Year 10 KS4	Year 11 KS4	Year 12 KS5	Year 13 KS5
Autumn Term 1	Introduction to Business Studies: Businesses, types, purpose and aims.	Unit 2: Finance for Business - understanding costs, revenue and Profit.	Unit 3: Branding and promotion- exploring the use of branding and promotion in business.	Unit 1: Exploring Business- Exploring the features of businesses and analyse what make them successful.	Unit 3: Personal and Business Finance- Understand the personal finance sector and the importance of managing personal finance.
Autumn Term 2	Unit 1: Enterprise in the Business World- Business environment and trends.	Unit 2: Finance for Business - Understanding how business plan for success	Unit 3: Branding and promotion- Developing and promoting a brand for a Business.	Unit 1: Exploring Business- Understanding how businesses are organised and the environment within which they operate.	Unit 3: Personal and Business Finance- Understanding Business accounts, the purposes and uses.
Spring Term 1	Unit1: Enterprise in the Business World- Business ideas and development of Business plan.	Unit 2: Finance for Business - Understanding how business plan for success	Unit 4: Principles of customer service- Understanding how businesses	Unit 1: Exploring Business- Investigating Business Markets and the role of	Unit 8: Recruitment and Selection process- Examine how effective recruitment and

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			provide customer service.	technology, enterprise and innovation on the success of businesses.	selection contribute to business success.
Spring Term 2	Unit 1:Enterprise in the Business World- Presenting a Business Model for a Business start-up	Unit 2: Finance for Business - Understanding how Business measure success and identify areas for improvement.	Unit 3: Branding and promotion- Understanding the legislative and regulatory customer service requirements.	Unit 2: Developing a marketing campaign: Introduction to the principles and purposes of marketing.	Unit 8: Recruitment and Selection process- Undertake a recruitment activity to demonstrate the processes leading to a successful job offer
Summer Term 1	Using assessment for learning (feedback from marking) to improve work.	Unit 2: Finance for Business - Understanding how Business measure success and identify areas for improvement.	Unit 3: Branding and promotion- Demonstrating appropriate customer service skills in different situations	Unit 2: Developing a marketing campaign- Using information to develop the rationale for a marketing campaign.	Unit 8: Recruitment and Selection process- Reflecting on the recruitment and selection process and your individual performance

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Summer Term 2	Business Enterprise in action.	Preparation and writing of External examination.	Using assessment for learning (feedback from marking) to improve on work.	Preparation and writing of External examination.	Preparation and resiting any outstanding exams (either units 2 and 3).
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