



Business Studies - KS4 Curriculum Overview

| | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 1 |
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| Year 10 GCSE Edexcel Business Studies (9-1) Theme 1 – Investigating small Businesses | <ul style="list-style-type: none"> • 1.1 Enterprise and Entrepreneurship • The dynamic nature of business • Risk and Reward • The role of business enterprise | <ul style="list-style-type: none"> • 1.2 Spotting a business opportunity • Customer needs • Market Research • Market Segmentation • The Competitive environment | <ul style="list-style-type: none"> • 1.3 Putting a business idea into practice • Business aims and objectives • Business revenues, costs and profits • Sources of finance | <ul style="list-style-type: none"> • 1.4 Making the business effective • The options for start-ups and small businesses • Business location • The Marketing Mix • Business Plans | <ul style="list-style-type: none"> • 1.5 Understanding external influences • Business Stakeholders • Technology and Business • Legislation and business • The economy and business • External influences | <ul style="list-style-type: none"> • 2.1 Growing the business • Business growth • Changes in business aims and objectives • Business and globalisation • Ethics, the environment and business |
| Year 11 GCSE Edexcel Business Studies (9-1) Theme 2 – Building a business | <ul style="list-style-type: none"> • 2.2 Making marketing decisions • Product • Price • Promotion • Place • Using the marketing mix to make business decisions | <ul style="list-style-type: none"> • 2.3 Making operational decisions • Business operations • Working with suppliers • Managing quality | <ul style="list-style-type: none"> • 2.4 Making financial decisions • Business calculations • Understanding business performance | <ul style="list-style-type: none"> • 2.5 Making human resource decisions • Organisational structures • Effective recruitment • Effective training and development • Motivation | Revision of exam techniques and practice Final Exam | |



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| Year 10 OCR Enterprise and Marketing | <p>Learning Outcome 1: Understand how to target a market</p> <p>1.1 The need for customer segmentation 1.2 Types of market segmentation 1.3 The benefits of market segmentation 1.4 The purpose of market research 1.5 Primary (field) market research methods (physical or digital) and their benefits 1.6 Secondary (desk) market research sources and their benefits 1.7 1.7 The types of customer feedback techniques available to business start-ups</p> | <p>Learning Outcome 2: Understand what makes a product or service financially viable</p> <p>2.1 Cost of producing the product or service 2.2 Revenue generated by sales of the product or service 2.3 Use of break-even as an aid to decision making 2.4 Profit level</p> | <p>Learning Outcome 3: Understand product development</p> <p>3.1 The product lifecycle 3.2 Extension strategies for products in the product lifecycle and the appropriateness of each 3.3 How to create product differentiation 3.4 The impact of external factors on product development</p> | <p>Learning Outcome 4: Understand how to attract and retain customers</p> <p>4.1 Factors to consider when pricing a product to attract and retain customers 4.2 Types of pricing strategies 4.3 Types of advertising methods used to attract and retain customers 4.4 Sales promotion techniques used to attract and retain customers 4.5 How customer service is used to attract and retain customers</p> <p>Learning Outcome 5: Understand factors for consideration when starting up a business</p> <p>5.1 Appropriate forms of ownership for business start-ups 5.2 Source(s) of capital for business start-ups 5.3 The importance of a business plan</p> | <p>Learning Outcome 6: Understand different functional activities needed to support a business startup</p> <p>6.1 The purpose of each of the main functional activities that may be needed in a new business 6.2 The main activities of each functional area</p> <p>Unit R065: Design a business proposal Theory</p> <ul style="list-style-type: none"> • Learning Outcome 1: Be able to identify the customer profile for a business challenge • Learning Outcome 2: Be able to complete market research to aid decisions relating to a business challenge | <p>Unit R065: Design a business proposal Theory</p> <ul style="list-style-type: none"> • Learning Outcome 3: Be able to develop a design proposal for a business challenge • Learning Outcome 4: Be able to review whether a business proposal is viable <p>Unit R065: Design a business proposal Coursework</p> |



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| Year 11 OCR Enterprise and Marketing | Unit R065: Design a business proposal Coursework | Unit R066: Market and pitch a business proposal Theory and Coursework <ul style="list-style-type: none">• Learning Outcome 1: Be able to develop a brand identity and promotional plan to target a customer profile• Learning Outcome 2: Be able to plan a pitch for a proposal• Learning Outcome 3: Be able to pitch a proposal to an audience• Learning Outcome 4: Be able to review the strengths and weaknesses of a proposal and pitch | R064 R065 R066 Exam and Coursework | | | R064 R065 R066 Exam and Coursework retake |