

KS4 Curriculum Overview (Business Studies)

Year 1 GCSE/BTEC Option Subjects

TERM 1 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
<p>Size and features of SMEs Size of smes to include:</p> <ul style="list-style-type: none"> • Micro: up to 10 members of staff • Small: between 11–49 members of staff • Medium: between 50–249 members of staff <p>Sectors and Business models DIFFERENT SECTORS AND BUSINESS MODELS, INCLUDING:</p> <ul style="list-style-type: none"> • Business to business (b2b) • Business to customer (b2c) • Social enterprise • Goods • Service • Bricks and clicks and flips • E-commerce <p>Aims and activities of an enterprise AIMS OF ENTERPRISES TO INCLUDE:</p> <ul style="list-style-type: none"> • Making a profit, surviving, breaking-even, expanding, maximising sales, • Being environmentally friendly, being ethical, satisfying customers, • Providing a social service <p>Skills and characteristics of an entrepreneur</p> <ul style="list-style-type: none"> • Knowledge of industry/sector, technical, interpersonal, communication and Presentation, planning and researching, time management, negotiation, prioritising • Tasks, problem solving, managing risk, leadership and teamwork 	<p>Literacy skills</p> <p>Analytical skills</p>	<p>Entrepreneurship</p> <p>Individual liberty</p>
TERM 2 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
<p>Market Research Methods Primary research methods used by Enterprises to include:</p> <ul style="list-style-type: none"> • Questionnaires and surveys: face-to-face, telephone, Post, on a website/social media site • Visits or observation: looking at and recording how customers and competitors behave in situations in a structured way <p>Secondary research methods used by enterprises to include:</p> <ul style="list-style-type: none"> • online research • books, journals, trade magazines • company materials • market and government reports and statistics 	<p>Research Skills</p> <p>Analytical skills</p>	<p>Marketer</p> <p>Business analyst</p> <p>Researcher</p> <p>Rule of law</p> <p>Individual liberty</p>

Understanding customer needs

The importance of the information that primary and secondary research

Methods can provide about customers to include:

- Understanding the market: anticipating and identifying customer needs
- Products to market that solve a problem or add value for the customers
- Identifying customer expectations: good-value products, rapid response to enquiries, clear and honest information, after-sales service
- Adapting different products to meet customer needs according to age, gender, income, lifestyle and location

Understanding competitor behaviour

Understanding the market:

- anticipating and identifying competitor behaviour
- producing products to market that are different from competitors
- identifying features of the competitors

Suitability of market research

- Finding out further information about their customers and their competitors
- alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research

PEST analysis

Recommendations for actions that enterprises could take based on research and analysis of the following factors:

- political: governmental changes, new regulations, changes in taxation
- economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy
- social: changing consumer behaviour and trends
- technological: social media, energy efficiency, technological trends, costs of marketing and selling

SWOT analysis

- strengths: effective planning and financing, marketing and promoting the enterprise, location, reputation, unique selling point (usp), strong branding, competitive advantage
- weaknesses: unforeseen human resources costs (i.e. staff illness), lack of investment, poorly performing product/service, competitive disadvantage

<ul style="list-style-type: none"> opportunities: growing market trends, developments in technology, gaps in the market, government policy changes, loans and grants, funding, events/holidays, development of additional products and services, adaptations to existing market offering, developing adapted marketing strategies, amendments to staffing, alternative investment decisions threats: competitors, supplier problems, developments in technology, government policy, lack of funding, market changes 		
TERM 3 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
PSA 1	Literacy Skills Writing skills Research Skills	Business Analyst Market Researcher Individual liberty
TERM 4 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
PSA 1	Literacy Skills Writing skills Research Skills Entrepreneurial skills	Business Analyst Market Researcher Individual liberty
TERM 5 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
Choosing ideas for a micro-enterprise Plan for a micro-enterprise Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea: <ul style="list-style-type: none"> own interests/skills audit resources available potential constraints: budget, age constraints – i.e., not able to employ others, not able to have a loan from a lender, not able to rent premises financial forecasts costing and pricing methods of communication and promotion potential customers gaps in the market Innovative Ideas	Literacy Skills Writing skills Research Skills Entrepreneurial skills	Entrepreneur Accountant Business Analyst Sales Associate Finance manager Individual Liberty The rule of law Mutual respect

<p>Innovative ideas which are realistic and within budget and could include:</p> <ul style="list-style-type: none"> • animal and horticulture • art and design • cleaning and maintenance • creative and speciality crafts • entertainment, performing arts and leisure • fashion and accessories • food and drink • hair and beauty • holding/hosting events • lifestyle • mental health and wellbeing • sport and exercise • sustainable and environmental • teaching, educational and coaching • technological, digital, social media and e-commerce <p>Product, Price, Promotion</p> <p>Features of the product (goods or services) to be sold, including:</p> <ul style="list-style-type: none"> • ensuring product features and production of product is environmentally friendly and in the public interest, i.e. safe, ethical and legal • relevant benefits and unique selling points (usps) • cost- pricing of the product (goods or services) to be sold, including: • strategy: cost-plus/mark-up, competitive, skimming, penetration, premium • selling price. <p>Methods of promotion:</p> <ul style="list-style-type: none"> • selection of methods of promotion: advertising, use of social media • cost effectiveness. <p>Identifying the target market:</p> <ul style="list-style-type: none"> • market segment • pricing strategy, selling price and promotion appeal and relevance to target market • how product will reach market: selling direct, online or both • establishing and sustaining sales to target customers. 		
TERM 6 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
<p>Resources</p> <p>Resources required:</p> <ul style="list-style-type: none"> • Physical resources: location, materials, equipment, fixtures and fittings, information technology, stock • Financial resources: sources of finance, calculation of start-up costs, running costs, and production costs/cost of sales • Human resources: skills and roles, possible training and development needs 	<p>Literacy skills</p> <p>Writing skills</p> <p>Entrepreneurial skills</p>	<p>Individual Liberty</p>

<ul style="list-style-type: none"> How the resources will be obtained/funded. <p>Financial information:</p> <ul style="list-style-type: none"> Financial planning and forecasting commentary: break-even calculation and 12-month cash flow forecast Financial records commentary: profit and loss (forecast statement of Comprehensive income). <p>Risk assessment:</p> <ul style="list-style-type: none"> description of potential and realistic risks involved: lack of skills, competitors, unexpected costs, sourcing of resources, quality control, lack of customer interest threats posed by competitors: products, customers, customer service, advertising and promotion, success and failures, potential gaps in their offering recommendations as to how risks can be overcome recommendations as to how to ensure quality of products <p>Viability of the plan based on the following considerations:</p> <ul style="list-style-type: none"> financial data safety ethicality legality environmental. 		
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KS4 Curriculum Overview (SUBJECT HERE)

Year 2 GCSE/BTEC Option Subjects

TERM 1 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
Production of presentation Delivery of presentation Review of presentation <ul style="list-style-type: none"> Methods of recording and delivery: on-screen videos and sharing, electronic presentation, pre-recorded, video group calls, vlog. accurate and effective verbal communication skills: language and tone, pace, volume and projection, use of business terminology. engaging non-verbal communication skills: conduct of presenter, positive attitude, well-rehearsed, body language, gestures and eye contact 	Literacy skills Presentation skills Writing skills Entrepreneurial skills	Individual Liberty Democracy
PSA 2		
TERM 2 TOPIC/s	*Key Skills/Subject Links	*Career links & BV

PSA 2	Literacy skills Presentation skills Writing skills Entrepreneurial skills	Entrepreneur Marketer Sales Associate Individual Liberty
TERM 3 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
Targeting and segmenting the market 4Ps of marketing mix Factors influencing the choice marketing methods Reputation and loyalty Financial documents	Analytical skill Calculation skills	Accountant Finance manager Marketer
TERM 4 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
Payment methods <ul style="list-style-type: none"> • Cash • Credit card • Direct Debit • Debit card Revenue and cost <ul style="list-style-type: none"> • Sales • Start up cost • Running cost • Variable costs • Fixed cost • Total cost Financial Statements <ul style="list-style-type: none"> • Statement of comprehensive income • Statement of financial position Profitability and liquidity <ul style="list-style-type: none"> • Gross profit margin • Net profit margin • Acid test ratio • Current ration Budgeting Cash flow Inflows Outflows Opening balance Closing balance	Analytical skill Calculation skills	Accountant Finance manager Marketer
TERM 5 TOPIC/s	*Key Skills/Subject Links	*Career links & BV
Suggesting improvements to cash flow problems Break-even Point <ul style="list-style-type: none"> • Selling price • Variable cost • Total cost Break-even analysis <ul style="list-style-type: none"> • Total revenue 	Analytical skill Calculation skills	Accountant Finance manager Marketer

<ul style="list-style-type: none"> • Total cost • Variable cost • Fixed cost Sources of business finance <ul style="list-style-type: none"> • Retained profit • Bank loan • Owners fund • Hire purchase • Leasing • Trade credit • Overdraft • Peer-to-peer lending • Government grants <p style="text-align: right;">Exam</p>		
TERM 6 TOPIC/s	*Key Skills/Subject Links	*Career links & BV