

Business Studies Intent – Business Studies at Dene Magna intends to empower students to develop knowledge and understanding of concepts, terminology, objectives and the integrated nature of business. In addition, students will be enlightened to contemporary issues that will develop enterprising minds and independent learners with the ability to think commercially and creatively. We will help to develop enquiring minds and a critical approach to better analyse and investigate opportunities for the future. We will help students take ownership of their education and provide them with skills and knowledge they can use for the rest of their lives.

The GCSE uses the four main functions of business as the medium for the journey of study that includes how businesses begin and the numerous influences on them as they grow. The curriculum is designed to allow students to enjoy their learning and maximise their potential and acts as a natural stepping stone to their continued development at our 6th Form.

| Year 10 | | Term 1 & 2 | Term 3 & 4 | Term 5 & 6 |
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| | Knowledge | <u>Business Activity</u> The nature of business activity Providing goods and services Business enterprise Business planning Aims and Objectives Business Ownership Business growth Business location and site The interdependent nature of business | <u>The Influences on a Business</u> Technological influences Ethical influences Environmental influences Economic influences The impact of globalisation The impact of legislation <u>Business Operations</u> Production Quality | <u>Business Operations</u> The supply chain Sales process <u>Finance</u> Sources of finance Revenue and costs Profit and loss accounts Financial performance |
| | Skills | Communication skills Analytical and critical thinking Problem solving Decision making Logical thinking Presentation skills | | |
| | Assessment | Formative and Summative assessment. End or module assessment. | | |
| | Sequencing Justification | How businesses are set up, why and how they work. | The internal and external factors that influence Businesses. How products are made, and services provided. | Application of number to help analyse and understand business and how this enables better decision making. |

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| | | Term 1 & 2 | Term 3 & 4 | Term 5 & 6 |
| Year 11 | | <u>Marketing</u> Identifying and understanding customers Market research The marketing mix Product Price Promotion Place | <u>Human Resources</u> Recruitment Training Motivation Organisational structures | Revision and Exams |
| | Skills | Communication skills Analytical and critical thinking Problem solving Decision making Logical thinking Presentation skills | | |
| | Assessment | Formative and Summative assessment. End or module assessment. | | |
| | Sequencing Justification | Allows students to understand the market and how they apply the 4 x P's or marketing to attain competitive advantage. | Allows students to understand how a businesses' most valuable asset can be used effectively via recruitment, training and motivation. | |