

### **Business Studies Curriculum Overview, 2021-2022**

<p><b>Why do we teach business studies at Ark BDA?</b></p>	<p>The study of Business is necessary in every aspect of modern society. As a subject, it combines academic challenge and rigour with a more practical understanding of the world of business. Students are introduced to complex business terminology, theories and concepts and learn how apply these to explore real life business issues and understand how businesses work. The units covered across KS4 and KS5 allow students to explore business concepts in different contexts, allowing them to develop sound critical, evaluative and analytical skills, and the ability to provide sustained solutions to business issues. As a department, we aim to equip students with the relevant knowledge, experiences and skills to ensure they are confident and successful in a thriving and competitive business world. Whether their route be through university, apprenticeships or entrepreneurship, students should feel empowered that they are able to be successful in whichever path they wish to follow.</p>
<p><b>How do we deliver our Christian values in Business Studies?</b></p>	<p>In the business studies department, we promote the Christian values and ethos of the academy across KS4 and KS5. We do this by encouraging students to 'Aim High' by realising and having faith in their potential to succeed and encouraging them to pursue every opportunity both in and out of their life at Burlington Danes. Students attend seminars and events at large international organisations, mostly in the city of London, where they are exposed to some of the leading business personnel in the UK. Students are encouraged to 'be brave' and show resilience by asking questions, contributing their ideas and taking responsibility in leading activities and tasks. Students across both key stages 'keep learning' through exposure to a wider reading beyond the curriculum and regular feedback lessons.</p>
<p><b>How do we build core skills and knowledge over time?</b></p>	<p>Students develop the necessary knowledge by first learning underlying business concepts. In year 10, students are introduced to topics such as the basic functions of a business, the aims and objectives a business may have and different types of ownership. These topics are taught in year 10 as they are more relatable to students who have never been exposed to the study of business before. In year 11, students develop their knowledge and these skills further by learning more challenging and abstract concepts such as the theory of marketing and financial accounting. Students develop their writing skills across KS4 through consistent practice of 9- and 12-mark evaluation questions. At A-Level, students gain a deeper understanding of business through using models and theories to analyse businesses in further detail. For example they will look in depth at different strategies, before applying their knowledge of theory to real life examples. Their writing skills are further developed through applying their knowledge to 20, 24, and 25-mark answers. 24 and 25 mark essays also require the students to bring in their own examples to illustrate their points. This means a heavy focus is placed on wider reading to ensure students have a wealth of knowledge of real life businesses.</p> <p>The Professional Pathways Level 3 BTEC Extended Diploma in Business gives students the opportunity to complete an academic qualification alongside gaining experience with world leading international businesses, including our business partners, Capgemini, EY and Lloyds Bank. The course consists of completing 13 units across two years, four of which are exam based. The result is the equivalent of achieving 3 grades at A-Level. Not only do students have the opportunity gain to visit and gain work experience in leading global organisations, but they also complete a 'work readiness' course alongside their studies where they are taught valuable skills and experiences to prepare them for the university or career of their choice. The knowledge developed on this course</p>
<p><b>How does the study of business prepare students for life beyond Ark BDA?</b></p>	<p>The Professional Pathways course run at KS5 gives students an insight into large businesses such as Capgemini, PwC and Bloomberg. Students attend workshops where they are exposed to day-day life in a large business and are often hand-picked for work experience. Students also complete a work readiness course alongside their studies at KS5. This is focused around developing skills and understanding of life after sixth form. It covers a range of topics from how to write a successful job application to how to choose the correct university/apprenticeship that is most suited to the needs of the students.</p> <p>GCSE business provides a great foundation to progress into sixth form study, with students learning analysis, application and evaluation skills. Students have to read case studies and apply their own knowledge to the context and complete analysis and evaluation of different businesses. This provides them with reading skills, analytical skills as well as critical thinking skills.</p> <p>A-Level business studies prepares students for further education by providing students with research, writing and analysis skills. Students read extensive case studies and are required to pick these apart and answer complex questions. This requires students to not only develop persuasive arguments which lean on information presented in the case study but also to bring in their own examples. These skills will prove invaluable for students when writing university essays.</p>
<p><b>Implementation</b></p>	<p>The course begins in year 10 with an introduction to business through the teaching of 'business in the real world'. Key questions are considered such as 'What is a business?' and 'What is the main purpose/features of a business?'. These give students a foundation of knowledge in the subject to enable them to access more complex theories delivered throughout the remainder of KS4 and KS5. As students at BDA have not studied this subject prior starting in year 10, the units 'business in the real world' and 'influences on business' are crucial so students can use this knowledge to make them more successful later in the course. Throughout the remainder of KS4, each of the functional areas (operations, finance, marketing and human resources) are taught. A thematic approach is used to deliver these topics, allowing students to gain a full understanding of each unit. After each unit at KS4, an end of unit assessment is taken to give time for reflection on content delivered. The knowledge learnt at KS4 gives students a solid foundation for success at KS5. A recap is taught at the start of year 12 to reinforce business concepts learnt at KS4. Similar to KS4, a thematic approach is then used to deliver the remainder of the key content. Students are introduced to exam style questions early on in the course. These are delivered chronologically, starting with 9-mark questions and moving through to 25-mark questions by spring term of year 12. Delivery of content and a focus on exam technique is equally important at both KS4 and KS5.</p> <p>In year 10 and 11 students are allocated one double period per week. This is 1hr50 mins of lesson time. The lessons are structured to begin with a recap of prior knowledge to ensure student learning remains in the long term memory, preparing them for examination. The lesson will then move on to deliver new information. We follow the I do, We do, You do structure which allows students to see a model, work together with a teacher and other students, before completing tasks on their own. Students will be faced with different activities to practice skills and embed knowledge. The lesson will then graduate to do an exam-style task such as a 6, 9 or 12 mark question. This means students are able to have ample time to practice key skills and ensure they can excel in the subject.</p> <p>At A-Level, students are given 6 lessons per week. These will be split across two teachers. The lessons are structured with a recap of prior knowledge at the start, followed by new information, followed by independent practice and review.</p>

Year Group	Key curriculum end point: Knowledge and skills	How does it link to future progression?
10	<p>Students to gain knowledge of key areas of business (AO1)</p> <ul style="list-style-type: none"> <li>- Business in the real world</li> <li>- Operations</li> <li>- Influences on business</li> </ul> <p>Students will be able to apply knowledge to different contexts (Ao2) through the use of case studies.</p> <p>Students gain confidence in analysing different influencing factors and drawing conclusions based on their own arguments (AO3)</p>	<p>Year 10 learning in business studies gives students a solid foundation which allows them to access more complex concepts in year 11. The knowledge gives them a sound understanding of key business principles which means they can then fall back on those when looking at different business areas (HR, Finance, Marketing), to see how different areas affect overall business performance.</p>
11	<p>Students to be competent with underpinning concepts allowing them to widen their knowledge of different areas of business (AO1)</p> <p>Students more confident at applying that knowledge to a wider range of contexts, taking into consideration an array of different influencers (AO2).</p> <p>Students able to analyse information and create in depth chains of argument which build on each other (AO3). Students able to evaluate the strength and importance of different points, allowing them to draw convincing and sound conclusions (AO3).</p> <p>Students confident at analysis business performance through the use of both qualitative and quantitative information.</p>	<p>Year 11 builds on the knowledge built up in year 10 by giving students more complex issues to consider. Students also develop their skills, particularly applying knowledge to different scenarios and contexts, analysis different business areas and drawing links between the four functional areas. Drawing these links between different topics is a key skill for success at the GCSE and also prepares students to take on the A-Level and BTEC courses, where more in depth analysis of business performance and issues is required.</p>
12	<p>In year 12 students are introduced to a few basic ideas initially, such as the purpose of business and business ownership. This allows them to access wider knowledge as the two years progress. By the end of the year, students will have developed their skills in applying knowledge to a wide array of contexts and completing in depth analysis, giving them the confidence to develop recommendations and advice to complex business issues.</p>	<p>All knowledge and skills learnt in year 12 will be built upon in year 13, allowing students to write in more detail, answering longer questions such as 25 mark answers successfully.</p>
13	<p>In year 13, students knowledge extends from beyond key business ideas and moves towards more intricate strategic thinking. Students gain knowledge and skills in analysing the strategic decision of a business, strategic methods for growth and managing strategic change. By this point, students will be able to tie together all of their knowledge from prior learning and take a more holistic view, to look at business strategy. Students will be able to bring in their own examples, and draw links confidently between different business areas and different aspects of the external environment,</p>	<p>Completing year 13 means students will have acquired the necessary skills for further education. These include, research, extended writing, analysis, application and evaluation skills. Students will be able to see connections between different topics which will add depth to their understanding and their writing. The qualification is recognised by universities and other education providers and students will be able to consider a degree in many subjects as well as business related subjects such as business management, marketing or HR.</p>

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	Term 1		Term 2		Term 3	
<b>Year 10 GCSE</b>	<b>Business in the real world</b>	<b>Influences on business</b>	<b>Influences on business</b>	<b>Operations</b>	<b>Operations</b>	<b>Revision</b>
	1.1 The purpose and nature of business 1.2 Business ownership 1.3 Setting business aims and objectives 1.4 Stakeholders 1.5 Business location 1.6 Business planning 1.7 Expanding a business	2.1 Technology 2.2 Ethical and Environmental considerations 2.3 The economic climate of business		2.4 Globalisation 2.5 Legislation 2.6 The competitive environment  3.1 Production processes 3.2 The role of procurement		3.3 The concept of quality 3.4 Good customer service
<b>Year 11 GCSE</b>	<b>Human Resources</b>	<b>Finance</b>	<b>Marketing</b>	<b>Marketing</b>	<b>Revision</b>	<b>Revision</b>
	4.1 Organisational structure 4.2 Recruitment and selection of employees 4.3 Motivating employees 4.4 Training  <b>Finance</b> 6.1 Sources of finance 6.2 Cash flow 6.3 Financial terms and calculations 6.4 Analysing the financial performance of a business		5.1 Identifying and understanding customers 5.2 Segmentation 5.3 The purpose and methods of market research	5.4 Elements of the marketing mix 5.5 Using the marketing mix: Product and Pricing 5.6 Promotion and distribution	Revision of: - Key misconceptions identified in exams - Exam structures and questions - Practice long mark answers	
<b>Year 12 A-S Level</b>	<b>3.1 What is business?</b>	<b>3.3 Marketing</b>	<b>3.4 Operations</b>	<b>3.6 HR</b>	<b>3.5 Finance</b>	<b>Revision</b>
	3.1.1 Nature and purpose of business 3.1.2 Different business forms 3.1.3 External Environment  <b>3.2 Managers, leadership and decision making</b>  3.2.1 Management, leadership and decision making 3.2.2 Understanding management decision making 3.2.3 The role and importance of stakeholders	3.3.1 Setting marketing objectives 3.3.2 Markets and customers 3.3.3 Segmentation, targeting, positioning 3.3.4 Making marketing decisions: using the marketing mix	3.4.1 Setting operational objectives 3.4.2 Analysing operational performance 3.4.3 Increasing efficiency and productivity 3.4.4 Improving quality 3.4.5 Managing inventory and supply chains	3.6.1 Setting human resource objectives 3.6.2 Analysing human resource performance 3.6.3 Improving organisational design and managing the human resource flow 3.6.4 Improving motivation and Engagement 3.6.5 Improving employer-employee relations	3.5.1 Setting financial objectives 3.5.2 Analysing financial performance 3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits	Revision of: - Key misconceptions identified in exams - Exam structures and questions
<b>Year 13 A Level</b>	<b>3.7 Analysing the strategic position of a business</b>		<b>3.9 Strategic methods: how to pursue strategies</b>	<b>3.10 Managing strategic change</b>	<b>Revision</b>	<b>Revision</b>
	3.7.1 Mission, corporate objectives and strategy 3.7.2 Financial ratio analysis 3.7.3 Analysing overall performance 3.7.4 Political and legal change		3.9.1 Assessing a change in scale 3.9.2 Assessing innovation	3.10.1 Managing change 3.10.2 Managing organisational culture 3.10.3 Managing strategic implementation	Revision of: - Key misconceptions identified in exams - Exam structures and questions	

	<p>3.7.5 Economic change 3.7.6 Social and technological 3.7.7 The competitive environment 3.7.8 Analysing strategic options: investment appraisal</p> <p><b>3.8 Choosing strategic direction</b></p> <p>3.8.1 Strategic direction: choosing which markets to compete in and what products to offer 3.8.2 Strategic positioning: choosing how to compete</p>	<p>3.9.3 Assessing internationalisation 3.9.4 Assessing greater use of digital technology</p>	<p>3.10.4 Problems with strategy and why strategies fail</p>	
<b>Year 12 BTEC</b>	<p><b>Unit 1</b> – exploring business <b>Unit 8</b> – Recruitment and Selection <b>Unit 3</b> – Finance (Exam unit) <b>Unit 17</b> – Digital marketing <b>Unit 22</b> – Market research</p>	<p><b>Unit 2</b> – Developing a marketing campaign (Exam unit) <b>Unit 3</b> – Finance (Exam unit) <b>Unit 1</b> – Exploring Business</p>	<p>Revision Unit 2 – Developing a marketing campaign Unit 3 - Finance</p>	<p><b>Unit 4</b> – Managing an event <b>Unit 5</b> – International business</p>
<b>Year 13 BTEC</b>	<p><b>Unit 6</b> – Management, leadership and decision making (Exam unit) <b>Unit 17</b>- Digital marketing <b>Unit 5 learning aim B onwards</b> – International business <b>Unit 4</b> – Managing an Event</p>	<p><b>Unit 7</b> – Business Decision making (Exam unit) <b>Unit 14</b> – Customer Service</p> <p>Catch up on any missing coursework units</p>	<p>Revision – Business decision making</p>	