

In Business Studies Curriculum Overview, 2021-2022

<p>Why do we teach business studies at Ark BDA?</p>	<p>The study of Business is necessary in every aspect of modern society. As a subject, it combines academic challenge and rigor 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 yet 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>How do we deliver our Christian values in Business Studies?</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>How do we build core skills and knowledge over time?</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. Their writing skills are further developed through applying their knowledge to 20, 24, and 25-mark answers.</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>How does the study of business prepare students for life beyond Ark BDA?</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>Implementation</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>

Business Studies curriculum 2021-2022						
	Term 1		Term 2		Term 3	
Year 10 GCSE	Business in the real world	Influences on business	Influences on business	Operations	Operations	Revision
	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	
Assessment		Assessment Cycle: End of unit tests. <i>(Business in the real world and Influences on Business)</i>	In class assessment: End of unit test - Operations		Assessment cycle: AQA Specimen 2017 paper 2	
Year 11 GCSE	Human Resources	Finance	Marketing	Marketing	Revision	Revision
	4.1 Organisational structure 4.2 Recruitment and selection of employees 4.3 Motivating employees 4.4 Training	Finance 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	

Assessment	Assessment cycle: AQA Specimen 2016 paper 2		Assessment cycle: AQA 2019 Paper 1 and Paper 2	In class assessment: End of unit test - Finance	Assessment cycle: AQA Additional Specimen paper	
Year 12 A-S Level	3.1 What is business?	3.3 Marketing	3.4 Operations	3.6 HR	3.5 Finance	Revision
	3.1.1 Nature and purpose of business 3.1.2 Different business forms 3.1.3 External Environment 3.2 Managers, leadership and decision making 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	.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
Assessment		Assessment cycle: Content including: - What is business - Managers, leadership and decision making - Marketing	In class assessment on 3.4 Operations	In class assessment on 3.6 HR	In class assessment on 3.5 Finance	Assessment cycle: - 2019 AS Level paper 1 - 2019 AS Level paper 2
Year 13 A Level	3.7 Analysing the strategic position of a business		3.9 Strategic methods: how to pursue strategies	3.10 Managing strategic change	Revision	Revision

	<p>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 3.7.5 Economic change 3.7.6 Social and technological 3.7.7 The competitive environment 3.7.8 Analysing strategic options: investment appraisal</p> <p>3.8 Choosing strategic direction</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>3.9.1 Assessing a change in scale 3.9.2 Assessing innovation 3.9.3 Assessing internationalisation 3.9.4 Assessing greater use of digital technology</p>	<p>3.10.1 Managing change 3.10.2 Managing organisational culture 3.10.3 Managing strategic implementation 3.10.4 Problems with strategy and why strategies fail</p>	<p>Revision of:</p> <ul style="list-style-type: none"> - Key misconceptions identified in exams - Exam structures and questions 	
Assessment	28/10 Assessment cycle: AQA A level paper 1 and paper 2 2018	03/02 Assessment cycle: A Level AQA Paper 1 and Paper 2 2019	In class assessment: A Level AQA Paper 3 2019		
Year 12 BTEC	<p>Unit 1 – exploring business Unit 8 – Recruitment and Selection Unit 3 – Finance (Exam unit) Unit 17 – Digital marketing Unit 22 – Market research</p>	<p>Unit 2 – Developing a marketing campaign (Exam unit) Unit 3 – Finance (Exam unit) Unit 1 – Exploring Business</p>		<p>Revision Unit 2 – Developing a marketing campaign Unit 3 - Finance</p>	<p>Unit 4 – Managing an event Unit 5 – International business</p>
Assessment	25/11 Assessment cycle: Finance 2018 past paper	03/02 Assessment cycle: Finance 2019 past paper	In class assessment: 2019 Unit 2 Developing a marketing campaign	External examinations: Unit 2 Unit 3	
Year 13 BTEC	Unit 6 – Management, leadership and decision making (Exam unit)	Unit 7 – Business Decision making (Exam unit) Unit 14 – Customer Service		Revision – Business decision making	

	Unit 17- Digital marketing Unit 5 learning aim B onwards – International business Unit 4 – Managing an Event	Catch up on any missing coursework units			
Assessment	28/11 Assessment cycle: Unit 6 2019 past paper	03/02 Assessment cycle: Unit 7 2019 past paper	In class assessment: Unit 7 2020past paper	External examinations: Unit 7	