

# Business

## Curriculum intent:

Business Studies at Dormston is a subject that aims to provide pupils with an insight into how businesses operate in the real world. We cover topics such as Ownership, Finance, Human Resources, Marketing and External Influences.

It is a subject that will challenge pupils to think about the global economy and factors that influence business success and failure. Pupils will be encouraged to think creatively, whilst being able to work independently and in a group.

Business Studies is a subject that is useful regardless of the career pathways of pupils. The content of the course will ensure that pupils touch on many different topics, equipping them with knowledge that would be transferable to a real business setting.

## Outline of Course:

The Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business (1BS0) specification is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing and global businesses (Theme 2). There are two equally weighted exam papers, focusing on each specification theme.

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows.

## Literacy/Reading/Oracy opportunities:

### Recommended reads:

[CGP GCSE Business Edexcel Revision Guide - for the Grade 9-1 Course](#)

[BBC News - Business](#)

[Introduction to Edexcel GCSE Business – online course](#)

Curriculum rationale Year 10- 11	Autumn	Spring	Summer
Year 10	Autumn	Spring	Summer
<b>Why?</b>	<p><b>Enterprise and Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</li> </ul> <p><b>Spotting a Business Opportunity</b></p> <ul style="list-style-type: none"> <li>• Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</li> </ul>	<p><b>Putting a business idea into practise</b></p> <ul style="list-style-type: none"> <li>• This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects</li> </ul> <p><b>Making a business effective</b></p> <ul style="list-style-type: none"> <li>• Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</li> </ul>	<p><b>Influences on Business</b></p> <ul style="list-style-type: none"> <li>• Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences</li> </ul>
	<p><b>Enterprise and Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Business enterprise</li> <li>• Entrepreneurship</li> <li>• Risk and Reward</li> <li>• The Dynamic Nature of Business</li> </ul> <p><b>Spotting a Business Opportunity</b></p> <ul style="list-style-type: none"> <li>• Customer needs</li> <li>• Market Research</li> <li>• Market Segmentation</li> <li>• The Competitive Environment</li> </ul>	<p><b>Putting a business idea into practise</b></p> <ul style="list-style-type: none"> <li>• Business Aims and Objectives</li> <li>• Business Revenue, costs and profit</li> <li>• Break-even</li> <li>• Cash and cash-flow</li> <li>• Sources of business finance</li> </ul> <p><b>Making a business effective</b></p> <ul style="list-style-type: none"> <li>• The options for small businesses</li> <li>• Business location</li> <li>• The marketing mix</li> <li>• Business plan</li> </ul>	<p><b>Influences on Business</b></p> <ul style="list-style-type: none"> <li>• Business stakeholders</li> <li>• Technology and business</li> <li>• Legislation and business</li> <li>• The economy and business</li> <li>• External influences</li> </ul>

<p><b>How parents / carers can support</b></p>	<p>Encourage the use of <a href="#">BBC bitesize</a> to revise topics          Use <a href="#">senecalearning</a> to independently revise topics and identify weaker areas          Study <a href="#">9 mark exemplar answers</a> to help with extended writing questions          Study <a href="#">12 mark exemplar answers</a> to help with extended writing questions          Look at <a href="#">full examples</a> with examiners commentary          All supporting course materials available <a href="#">here</a></p>		
	<p><b>Autumn</b></p>	<p><b>Spring</b></p>	<p><b>Summer</b></p>
<p><b>Year 11</b></p>	<p><b>Growing a business</b></p> <ul style="list-style-type: none"> <li>• Business growth</li> <li>• Changes in business aims and objectives</li> <li>• Business and globalisation</li> <li>• Ethics, the environment and business</li> </ul> <p><b>Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Promotion</li> <li>• Place</li> <li>• Using the marketing mix</li> </ul>	<p><b>Operational and financial decisions</b></p> <ul style="list-style-type: none"> <li>• Business operations</li> <li>• Working with suppliers</li> <li>• Managing quality</li> <li>• The sales process</li> <li>• Business calculations</li> <li>• Understanding performance</li> </ul> <p><b>Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>• Organisational structures</li> <li>• Effective recruitment</li> <li>• Effective training and development</li> <li>• Motivation</li> </ul>	<p>Revision</p>
<p><b>Why?</b></p>	<p><b>Growing a business</b></p> <ul style="list-style-type: none"> <li>• Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</li> </ul> <p><b>Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>• Students will explore how each element of the marketing mix is managed and used to inform</li> </ul>	<p><b>Operational and financial decisions</b></p> <ul style="list-style-type: none"> <li>• This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</li> </ul> <p><b>Making human resource decisions</b></p> <ul style="list-style-type: none"> <li>• Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information</li> </ul> <p><b>Making human resource decisions</b></p>	

	<p>and make business decisions in a competitive marketplace</p>	<ul style="list-style-type: none"> <li>• Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic</li> </ul>	
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