

Subject Curriculum Overview for Academic Year 2022/2023

| Subject: Business Studies | | Subject Leader: J Males (This course is taught by two teachers each teaching a separate unit simultaneously.) | | Year Group: 12 | AUTUMN TERM |
|---------------------------|---|--|--|---------------------------------------|-------------|
| Topic | Key Learning Points | | Key Vocabulary | Assessments | |
| Unit 1 Exploring business | <p>The features of different businesses and what makes them successful</p> <ul style="list-style-type: none"> Know the differences between the Public and Private sector Know the different types of ownership structures Know the differences between the economic sectors Know the 4 main types of economic sector that a business can operate in Understand that profit is not the only goal of a business Know different features of business success <p>How businesses are organised and their aims and objectives</p> <ul style="list-style-type: none"> Identify the different stakeholders that a business may have Assess the influence these stakeholders have on a business Evaluate how businesses interact with stakeholders Apply knowledge of stakeholders and how they can influence business operations Know the importance of different types of communication Analyse the effectiveness of social media for business use Evaluate the importance of effective communication when trading Know the different types of organisational structures Know the advantages and disadvantages of these structures Understand different functional areas Analyse the composition of businesses through functional areas Identify what is meant by an Aim and Objective Contextualise an objective using the SMART framework Evaluate the effectiveness of business Aims and Objectives | | Private ownership Public ownership: Not-for-profit businesses Economy Unlimited liability Limited liability Sectors of industry Scope Revenue Market forces Aims and objectives Corporate social responsibility Stakeholders Suppliers Lenders Competitors Debtors Government agencies Communities Pressure groups Hierarchical structure Flat structure Bureaucracy Matrix structure Holacratic structure Functions of a business Span of control | Coursework task for Learning Aim A&B. | |

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| Unit 2 Developing a Marketing Campaign | <p>Role of Marketing</p> <ul style="list-style-type: none"> • Know the role and purpose of marketing • Understand how a business sets marketing aims and objectives • Apply knowledge of marketing strategies to a real-life business <p>Types of market and market segmentation (covered in KS4)</p> <ul style="list-style-type: none"> • Know how a business targets specific customers with their marketing campaigns • Evaluate the precautions businesses should take when segmenting a market <p>Branding</p> <ul style="list-style-type: none"> • Know the dimensions of a successful brand e.g. branding, brand personality, USP, business size, budget • Evaluate how businesses have successfully implemented their brands into the mass market. <p>Influences on Marketing Activity</p> <ul style="list-style-type: none"> • Know the internal influences a business must consider when making marketing decisions • Know the six areas on a PESTLE analysis • Evaluate how a PESTLE analysis is used in real marketing practice. <p>Developing the Rationale</p> <ul style="list-style-type: none"> • Know what a rationale is • Know how to effectively devise a rationale • Know how market research is supported by a rationale • Examine how market research can be improved through scrutiny <p>Product lifecycle</p> <ul style="list-style-type: none"> • Know the different stages of the product lifecycle and how sales volumes change over time • Understand how market research changes during the product life cycle <p>Purpose of Market Research</p> <ul style="list-style-type: none"> • Know the purpose of market research for successful businesses • Evaluate marketing campaigns and their use of market intelligence • Understand the term 'market intelligence' (rationales, target markets, size of the market, market structure, trends, competition) • Apply market intelligence to market sectors to produce a marketing campaign rationale. <p>Market Research Methods</p> <ul style="list-style-type: none"> • Know the difference between primary and secondary market research • Understand the different market research methods a business can use | <p>Demand Aims SMART objectives Profitability Market share Diversification Brand awareness Mass market Niche market Market segmentation Branding Brand personality Unique selling point Budget Finance PESTLE analysis Competition Rationale Analysis Product lifecycle Primary market research Secondary market research Validity Reliability Appropriateness Currency Quantitative data Qualitative data</p> | <p>Termly knowledge recall test to evaluate understanding of key terminology and concepts.</p> |
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| | <ul style="list-style-type: none"> • Differentiate between different types of data • Evaluate how data is selected and interpreted • Know the different considerations of conducting market research (importance of validity/reliability, appropriateness, ethics, currency, cost) • Apply market research techniques to real business situations | | |
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| Subject: Business Studies | | Subject Leader: J Males | |
| Year Group: 12 | | SPRING TERM | |
| Topic | Key Learning Points | Key Vocabulary | Assessments |
| Unit 1 Exploring business | <p>The Business Environment and how it operates</p> <ul style="list-style-type: none"> • Know each area of a PESTLE analysis • Know the key factors for each area of PESTLE • Evaluate the impact of these external factors on businesses • Know each area of a SWOT analysis • Know the key factors for each area of SWOT • Evaluate the impact of these factors on businesses • Know different economic concepts • Understand how economic concepts can impact businesses • Know internal factors that may affect a business • Analyse the impact internal factors have on a business • Evaluate the importance of these factors on the performance of a business • Understand the term business ethics • Know competitive factors that may affect a business • Analyse the impact competitive factors have on a business • Evaluate the importance of competitive factors on the performance of a business. • Know different tools a business can use to make decisions • Analyse how a business can use PESTLE, SWOT, 5C and Porter's Five Forces to understand their performance • Evaluate the effectiveness of situational analysis techniques <p>Business Markets</p> <ul style="list-style-type: none"> • Know different market structures that a business may operate within. • Analyse the features of these markets • Evaluate the impact of these features on businesses operating within different markets • Analyse the impact of Supply and Demand changes on a business • Analyse how a business can take advantage of these changes • Understand the term 'Price elasticity of demand' • Evaluate the impact of pricing changes on Customers and the business. | Retail, PESTLE analysis SWOT analysis Fiscal policy Monetary policies Supply side policies Economic growth Exchange rates Inflation Demographic Partnership Act 1890 Companies Act 2006 Charities Act 2011 Competition Act Whistle-blowing Porters five forces Market structures Price taker Freedom of entry Perfect competition Imperfect competition Monopoly Oligopoly Demand Inelastic demand Supply Inelastic supply Supply chain Elasticity Price elasticity of demand Loss leader | Coursework task for Learning Aim C&D. |

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| Unit 2 Developing a Marketing Campaign | <p>The Extended Marketing Mix</p> <ul style="list-style-type: none"> • Know the 7P's of the extended marketing mix • Understand how businesses can use the 7Ps to be successful • Evaluate how successfully businesses have used the 7Ps of the extended marketing mix. • Know the 5 different pricing strategies a business may choose to implement <p>Marketing Plans</p> <ul style="list-style-type: none"> • Know the importance of having an effective marketing plan • Understand why marketing objectives are suited to a particular marketing plan • Produce a marketing plan for a new product • Evaluate the usefulness of a marketing plan <p>Marketing campaign using Gantt charts</p> <ul style="list-style-type: none"> • Know what a Gantt chart looks like and how to create one • Create a successful campaign using planning tools • Know the key areas of consideration when planning a marketing campaign • Evaluate a large marketing campaign's effectiveness <p>Situational Analysis</p> <ul style="list-style-type: none"> • Know the 4 components of a SWOT analysis • Know the 6 components of a PESTLE analysis • Apply Situational Analysis to a given business scenario <p>Appropriateness of the Campaign</p> <ul style="list-style-type: none"> • Understand how we can measure the appropriateness of marketing campaigns • Analyse how businesses respond to changing market environments • Evaluate the appropriateness of existing marketing campaigns | <p>Extended marketing mix –</p> <p>product</p> <p>price</p> <p>place</p> <p>promotion</p> <p>people</p> <p>physical environment</p> <p>process</p> <p>Target market</p> <p>Pricing strategies</p> <p>Psychological pricing</p> <p>Cost-plus pricing</p> <p>Price skimming</p> <p>Competitor pricing</p> <p>Price penetration</p> <p>Competitor analysis</p> <p>Guerrilla marketing</p> <p>PESTLE analysis</p> <p>SWOT analysis</p> <p>Gantt chart</p> | Practice Part A of the exam under timed conditions |
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Subject Curriculum Overview for Academic Year 2022/2023

| Subject: Business Studies | | Subject Leader: J Males | Year Group: 12 | SUMMER TERM |
|---|--|-------------------------|--|--|
| Topic | Key Learning Points | | Key Vocabulary | Assessments |
| Unit 1 Exploring business | <p>The Role and Contribution of innovation and enterprise to business success</p> <ul style="list-style-type: none"> • Know different ways in which a business can be innovative • Know the different methods of creative thinking • Analyse the different methods of creative thinking • Evaluate the potential risks with these methods of creative thinking. • Know different ways in which a business can be enterprising • Evaluate the potential risks with these methods of creative thinking. • Know the benefits and risks associated with innovation and enterprise • Know the ways in which a business can take advantage of innovation and enterprise • Evaluate the risks associated with innovation and enterprise | | Innovation Wallas' four stages of creativity - preparation, incubation, illumination, implementation. Enterprise Lateral thinking Blue-sky thinking Serendipity Benefits of innovation Unique selling point Production niche markets | Coursework task for Learning Aim E. |
| Unit 2 Developing a Marketing Campaign | <ul style="list-style-type: none"> • Exam technique and practice ready for Summer exam. • Structure of the exam • Practice with past papers and understanding the mark scheme. | | | External exam in May – Part A - 2 hrs prep time Part B - 3-hour exam the following days. |
| How parents can support learning in the subject this academic year | | | | |
| Encourage all students to frequently revisit their notes from lessons to digest the key content being taught. All students have their own textbook to supplement their learning outside of lessons. | | | | |
| Recommended Reading | | | | |
| <ul style="list-style-type: none"> • Keeping up to date with the news is also very helpful. https://www.bbc.co.uk/news , https://www.theguardian.com/uk/business • Market research - https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1 • The UK economy - https://www.bbc.co.uk/bitesize/guides/z332sg8/revision/1 • BTEC Nationals Business Student Book 1 Textbook. ISBN: 9781292126241 • Revise BTEC National Business Revision Guide. ISBN: 9781292230566 <p>Additional wider reading</p> <ul style="list-style-type: none"> • Principles of Marketing, Philip Kotler. 2008. ISBN: 9780273711568 • Complete A-Z Business Studies Handbook 5th Edition, David Lines and Martin Barr, 5th edition. ISBN: 9780340915165 • Strong Woman: The Truth About Getting To The Top, Karren Brady, 2013. ISBN: 9780007416141 | | | | |
| Points to note | | | | |
| Organisation is essential for success in this course, so students should aim to keep their thorough notes in a structured folder – one per unit. Folder checks will take place regularly throughout the year. | | | | |