

Subject Curriculum Overview for Academic Year 2023/2024

Subject: Business Studies		Subject Leader: J Males	Year Group: 11	AUTUMN TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
Business Plans and Functional Areas	<ul style="list-style-type: none"> Understand what a business plan is Identify the 4 main reasons a business plan is needed. Identify at least 4 items that should be included in a business plan. Explain why a business plan needs to incorporate ways it plans to manage cash flow. Explain what a functional area is and what functional activities are Describe the purpose of the Human Resources functional area Identify at least two of the main activities carried out by the Human Resources functional area Explain what the term 'recruitment' means Describe the purpose of the Marketing functional area Identify at least two of the main activities carried out by the Marketing functional area Describe the purpose of the Operations functional area Identify at least two of the main activities carried out by the Operations functional area Explain what the term 'logistics' means Describe the purpose of the Finance functional area Identify at least two of the main activities carried out by the Finance functional area Identify at least 5 sources of capital for a business start-up. 		Functional area HR Operations Marketing Finance Logistics Financial forecast Capital Crowdfunding Loans Interest Small business grants Business angels Savings	End of module assessment Business plan Sales forecast
Developing a business identity	<ul style="list-style-type: none"> Explain what branding is and why it's used Explain the key factors businesses consider when branding Justify the likely success of a product (link to your customer profile) Analyse the strengths and weaknesses of branding methods Explain what Promotional Objectives are Explain the Promotional Objectives for a product Explain the three methods of promotional you will use 		Branding Brand image Brand identity Customer profile Logo Jingle Slogan Celebrity endorsement Promotional objectives Banner Direct marketing	Completion of coursework for R069 – Developing a professional business pitch.

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Topic	Key Learning Points		Key Vocabulary	Assessments
Business ownership and start-up capital	<ul style="list-style-type: none"> Define the term sole trader Define the term partnership Identify the key features of different forms of business ownership. Define the term franchise Explain the differences between limited and unlimited liability. Explain the advantages and disadvantages of different forms of business ownership. Define the term Public limited company Define the term Private limited company 		Sole trader Partnership Franchise Limited liability Unlimited liability Business Plans Stakeholder Objectives Marketing	Mock exam in January.
Creating a business pitch	<ul style="list-style-type: none"> Explain the factors you need to consider when planning to deliver a pitch (venue, audience etc.) Understand what goes into a professional script for a pitch Understand what supporting visual aids are Understand the contents of a professional pitch and carry one out to an audience. 		Pitch investor Venue Audience Verbal prompt Professionalism Formal language Informal language	Completion of coursework for R069 – Developing a professional business pitch.
Subject: Business Studies		Subject Leader: J Males	Year Group: 11	SUMMER TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
Finalising of R069 Coursework	Revision for exam			

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How parents can support learning in the subject this academic year

Encourage students to watch the news and discuss relevant topics surrounding politics, the economy and any high-profile business cases.
Promote the use of online revision tools such as BBC Bitesize, Seneca and GCSEPod.
All students have their own textbook as well as a 'My Revision Notes' revision guide to supplement their learning outside of lessons.

Recommended Reading

- 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>
- Inflation - <https://www.oxnotes.com/gcse-economics.html>
- My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing. ISBN: 9781398315693
- Cambridge National Level 1/2 Enterprise and Marketing Student Textbook. ISBN: 9781510456761

Additional wider reading

- The Big Startup Guidebooks for Kids, Nephi Zufelt, 2019. This book guides teens through the essential stages for starting up a business.
- Mo's Bows: A Young Person's Guide to Start-Up Success, Moziah Bridges, 2019. The journey Moziah Bridges took to be a seventeen-year-old successful entrepreneur.
- How to Turn \$100 into \$1,000,000, James McKenna and Jeannine Glista, 2016. An introduction into making money, saving money and growing money. A useful tool for becoming financially savvy.

Points to note

The OCR website offers additional learning materials as well as the official assignment briefs.
R068 – First assignment brief – available on Student Resources
R069 - Second assignment brief – available on Student Resources