



THE
**ROBERT
NAPIER**
SCHOOL



Business Studies Curriculum Overview

2023 – 2024

Department Name:	Business Studies Overview
Head of Department:	T Smith
Subject Teachers:	T. Smith S. Iriajen A. Loweth S. Rekki
Accommodation and Resources:	The Computing and Business department is made up of 5 rooms, each with computers that have the necessary software for students to create various Word, PowerPoint and Excel documents as well as software that allows students to code using the Python programming language.
What will students learn each year?	
Year 9	<p>Year 9 is a bridging year so students can embed key skills and knowledge to go into Key Stage 4 with confidence. This is to help secure progress at the end of Key Stage 4. It helps students to have some autonomy over their curriculum decisions, without narrowing their curriculum prematurely.</p> <p>Business:</p> <ul style="list-style-type: none">• The cereal project – Students will be looking at how business is set up and run, how products need unique selling points and how market research is carried out to maximize product success.• 1.1 Enterprise and entrepreneurship – Dynamic nature of business, risk and rewards, role of enterprise• 1.2 Spotting a business – customer needs, market research, market segmentation, the competitive environment• 1.3 Putting a business into practice – Aims and objectives, business revenue, cost and profits, cash and cashflow, sources of business finance.
Year 10	<p>Business:</p> <ul style="list-style-type: none">• 1.4 Making the business effective – options for startup businesses, locations of businesses, the marketing mix, business plans• 1.5 Understanding the external influences of business – Business stakeholders, technology and business, legislation and business, the economy and business, external influences.• 2.1 Methods of Business growth – business growth, aims and objectives, business globalization, ethics, the environment and business.• 2.2 Making Marketing Decisions – 4P's (marketing mix)• 2.3 Making operational Decisions – business operations, working with suppliers, managing quality, the sales process

Year 11	Business: <ul style="list-style-type: none"> • 2.3 Making operational Decisions – business calculations, understanding business performance. • 2.4 Making Financial Decisions Organizational structures, effective recruitment, effective training and development, motivation • 2.5 Making Human Resource Decisions – Revision of concepts and exam techniques • Revision of topics 1.1 – 2.5 • Exam techniques and revision strategies.
Year 12	Business: <ul style="list-style-type: none"> • Unit 1 - In this unit, students will learn about the essential elements contributing to business success, organizational structures, communication methods within businesses, the environmental factors impacting them, and how these factors shape their operations. Students will also explore the significance of innovation and entrepreneurship in ensuring business success and survival, along with understanding the associated risks and benefits. • Unit 2 – Personal Finance - In this unit, students will be introduced to accounting terminology, the significance of business accounts, and various sources of finance accessible to businesses. Planning tools like cash flow forecasts and break-even analyses will be created and assessed. Students will learn how to measure a business's financial performance by preparing and analyzing statements of comprehensive income and statements of financial position.
Year 13	Business: Theme 3: <ul style="list-style-type: none"> • Business Objectives and Strategies – corporate objectives, theories of corporate strategies, SWOT analysis and impact of external influences. • Business Growth – Growth of business, mergers and takeovers, organic growth, reasons for staying small. • Decision Making Techniques – Quantitative sales forecasting, investment appraisal, decision trees and critical path analysis. • Influences of Businesses – Corporate influences, corporate culture, shareholders versus stakeholders and business ethics. • Assessing Competitiveness Interpretation of financial statements, ratio analysis and human resource. • Managing Change – Causes and effects of change, key factors in change, scenario planning. Theme 4: <ul style="list-style-type: none"> • Globalization – discuss growing economies, international trade & business growth, factors, contributing to increased globalization, protectionism and trading blocs. • Global markets and business expansion – Conditions that promote trade, assessment of a country as a market and global competitiveness. • Global marketing – Learn about marketing, niche markets and cultural and social factors related to marketing • Global industries and companies – the impact of MNC's, ethics and controlling MNC's.

