



Curriculum Overview

Year 11 – Business Studies 2021-2022

Rationale for Year 11 Business Studies

Year 11 Business Studies students will focus on Paper 2 – Building a Business. Students will have prior knowledge of different types of businesses and the actions taken by the entrepreneur to make the business effective. Year 11 will focus on growing the business from a small business in the UK to a multinational or global corporation. Students will need to use the knowledge and skills developed in Year 10 in order to focus on the four areas of the business: Marketing, operations, finance and human resources. Students will be able deconstruct a business and successfully evaluate its viability and likeliness of success.

What will students learn and why?

Growing the Business: Students will start this module with a good understanding of small businesses. This topic will build on existing knowledge to encourage students to evaluate the purpose and methods of business growth using examples from real life examples. Students will look at how businesses can take part in international trade and how globalisation will influence the business' aims and objectives as well as their impacts on the environmental and people. Students will learn about the importance of businesses acting in an ethical way and the benefits of clear values within enterprise. **Why?** Students study this topic to give them an understanding of how a small business can transition into a multinational. Students will assess the impacts and develop business decision-making skills for growing the business. This topic will give students the essential knowledge to work for a business that has the aim to grow beyond operating as a small business in the UK.

Making Marketing Decisions: Students will develop their knowledge of the marketing mix and be able to apply the knowledge developed within this topic to a role within the marketing department of a small or growing business. Students will understand the theory behind product development and design, which will allow them to evaluate the quality of products on the market. Students will be able to set and assess pricing strategies for different products and will be able to suggest appropriate ways to promote different products. Students will also assess the benefits and limitations of operating an online business using payment platforms and third-party platforms in comparison to operating a retailer. This module will demonstrate the importance of creativity and critical thinking about products and their life cycle. **Why?** Students study this topic to enable them to make marketing decisions. The module gives students the opportunity to evaluate the success of named businesses marketing strategies such as advertising, sponsorship and sales promotion. Students will apply their knowledge of external influences on business (Year 10, 1.5) to the marketing sector of business.

Making Operational Decisions: This topic will give students the knowledge of working in the operations and sales departments of successful businesses and will equip each student with the skills they need to be able to work in these industries. Students will gain an understanding of the different types of production and why different businesses use different production methods. Students will be able to manage the procurement and logistics of supplies and justify the best stock management systems. Students will make links between customer needs and the production and sales processes. Students will develop their knowledge of customer services and develop skills to be able to offer customer service to allow them to access employment in this sector. **Why?** Many students will be looking to apply for part-time jobs as they study post-16 education. Students will have an understanding of the production and retail industries and will develop their employability skills and knowledge to increase their ability to access this type of employment.

Making Financial Decisions: Students will develop their knowledge of calculating profit and revenue to be able to calculate profit margins. Students will be able to distinguish the difference between net and gross profit and profit margins and be able to assess the performance of a business in relation to its financial aims and

objectives. Students will be able to justify, using calculated data, different investments into the business using examples from a real context (Lego). Students will be able to produce and read graphs and infographics regarding financial data. **Why?** This topic will enhance our students' ability to make financial decisions for the business by demonstrating the importance of interpreting different types of quantitative data within the business.

Making Human Resource Decisions: This topic will give students the knowledge and skills needed to find employment in a business but also manage the recruitment process and become an effective manager. Students will develop their leadership and communication skills whilst learning about types of employment, employment contracts and employment legislation. This topic will allow students to evaluate the success businesses have when retaining their staff but will also help them apply this in a leadership position in the future. Students will learn about the importance of effective communication, ongoing training, remote working and motivation. **Why?** Students will learn how to apply for a job and will have a deep understanding of the process of recruitment. This will help student's access employment for post-16. Students will recognise the skills, experience and qualifications recognised and needed for different roles and will have understand how to complete application forms, write a CV and read information from a person specification and job description.

How will students learn?

Students will learn the key concepts and vocabulary through teacher led discussions, group activities and independent enquiry. Students will have the opportunity to apply newly learned knowledge to exam style questions to test their understanding and to named examples of businesses that are relevant to society today. Although students will be taught individual topics, these topics have been sequenced to ensure students thrive whilst learning about the world of business. Independent learning and challenge has been built into the curriculum to ensure students develop the necessary skills and knowledge required to help them achieve in the subject. All lessons will begin with a review of prior learning to ensure that students are able to recall content from Year 10. This will ensure students make exceptional progress and are prepared for mock exams during term 3.

How will students be assessed?

Students are assessed through continuous in-class assessment. Class discussions, hinge activities and revision tasks are built into the curriculum to ensure all students are being continually assessed by their teacher, in order to identify and address common misconceptions and ensure all students make significant progress. Students will complete exam style questions and will be given regular feedback from their teacher as well as through self and peer-assessment that will be guided by the teacher using visualizers. End of topic assessments will assess student knowledge from all previous learning, not just the most recently taught topic. This is to ensure that all students are regularly revisiting the content they have been taught and that this content is embedded into their long-term memory. Students will have a mock exam for Paper 1 – Investigation Small Businesses in term 3, in order to assess their knowledge from Year 10. After completing the 5 topics for year 11, students will have an in-class mock exam for paper 2. These assessments will inform teacher planning to ensure students are fully prepared for their summer examinations.

What is the aim for learners by the end of the year in comparison to the previous year?

By the end of Year 11, students will have an understanding of businesses in a global context rather than just a local one. Students will now be able to justify business decisions based on evidence within different departments of the business. Students will have a deeper understanding of key business concepts including the marketing mix and business finance. Students will apply knowledge more frequently to multinational businesses developing their application skills and use of context. Students will be able to access all elements of the GCSE course independently. Students will have built on their skills of evaluation and justification to enable them to confidently access 9 and 12 mark questions. Students will develop skills of writing concisely, communication, calculating, extracting information from text, making business decisions and taking calculated risks.