

## Curriculum Summary

**Subject:** Business Studies

Year 7	Year 8	Year 9	Year 10	Year 11
		<p><b>The dynamic nature of business:</b> How and why business ideas come about based on consumer needs/trends, technological development and invention/innovation.</p>	<p><b>Business stakeholders:</b> Understanding who stakeholders are. Students also explore possible conflict between stakeholder groups.</p>	<p><b>Making operational decisions:</b> Identifying the purpose of business operations and impact of technology on cost, productivity and flexibility. Exploring production processes.</p>
		<p><b>Developing a business idea:</b> Team activity to identify and develop a business to suit the needs and demographics of Torbay. Consideration of risks and rewards. To include presentations to the class.</p>	<p><b>Technology and business:</b> Understanding e-commerce, m-commerce and their influences on trading, social media, digital communications and payment systems.</p> <p>Exploring how technology influences business activity.</p>	<p><b>Working with suppliers:</b> Students will explore the costs and benefits of holding stock and how to manage stock using bar code stock graphs. They will analyse the implications of JIT in JIC stock control.</p>
		<p><b>The role and purpose of business enterprise:</b> Investigating the reasons why businesses exist and what they try to achieve. This will include the provision of goods and services, meeting customer needs and adding value.</p>	<p><b>Legislation, the economy and business:</b> Students will learn the fundamental principles of employment law and consumer law. They will also look at the impact of the economic climate, including unemployment and interest rates, on business.</p>	<p><b>The Sales Process:</b> Exploring product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service.</p>
		<p><b>Customer needs:</b> Identifying and understanding customer needs.</p>	<p><b>Business growth:</b> Understanding methods of business internal and external growth and their impact. The sources of finance available for growth.</p>	<p><b>Making financial decisions:</b> The concept and calculation of gross profit and net profit.</p>
		<p><b>Market research:</b> The purpose and methods of market research. Use of social media for research. The importance of reliable data.</p>		<p><b>Understanding business performance:</b> The use and interpretation of quantitative business data to support, inform and justify business decisions.</p>
		<p><b>Market segmentation:</b> Exploring how businesses use market segmentation to target customers.</p>	<p><b>Changes in business aims and objectives:</b> Why business aims and objectives change as businesses evolve.</p>	<p><b>Making human resource decisions:</b> Understanding contract types and working patterns as well as organisational structures.</p>
		<p><b>Competition and the competitive environment:</b> Identifying strengths and weaknesses of competitors.</p>	<p><b>Business and globalisation:</b> Analysing the impact of globalisation on businesses. Importing and exporting. Barriers to international trade.</p>	<p><b>Effective recruitment:</b> Identifying different job roles and responsibilities at various levels within a company and exploring recruitment strategies.</p>
		<p><b>Business aims and objectives:</b> Comparing aims and objectives for business start-up versus established businesses.</p>	<p><b>Ethics, the environment and business:</b> Students will study the impact of ethical and environmental considerations on business.</p>	<p><b>Effective training and development:</b> Understanding how and why businesses train and develop employees.</p>
		<p><b>Business revenues, costs and profits:</b> Understanding the income and outgoings of companies, as well as how to create cash flow forecasts.</p>	<p><b>Making marketing decisions:</b> Learning the theories behind marketing decisions relating to price, product, promotion and place.</p>	

	<b>The options for start-up and small business:</b> Understanding the concept of limited and unlimited liability.	<b>Business Plans:</b> Understanding the role and importance of a business plan and the purpose of planning business activity.	
	<b>Business location:</b> Identifying factors influencing location, including the impact of e-commerce and m-commerce.		
	<b>The Marketing Mix:</b> Understanding what the Marketing mix is and the importance of each element.		