

Business Studies	Autumn Term		Spring term		Summer term	
Year 9	1	2	3	4	5	6
Topic Summary	Business Basics and People in Business	Finance Basics and Ethical Businesses	The Sales Process	Employment	Globalisation	Marketing
Thinking Hard	Be able to identify the advantages and disadvantages of being an entrepreneur. Understand the hierarchy within a business/organisation.	Profit calculations - being able to use correct formulae to calculate profit/loss	What does good customer service look like? Consider why different purchases require different levels of customer service.	Creating ambition: consideration of being part of the recruitment process	What are the advantages and disadvantages of operating globally?	Application of skills learnt to a real life context.
Developing Character	Curiosity, grit and mindfulness developed through discussions	Curiosity: consider our own values and how these link to the corporate world	Optimism of being a sales person with a dependence on your sales for commission		Curiosity: what are the global differences in business and would you consider moving abroad to work?	Teamwork, curiosity and grit developed through projects and discussions as well as developing competitive elements.
Understanding Diversity	Looking at different entrepreneurs and their backgrounds. Including entrepreneurs from a variety of racial backgrounds to understand that there are no limits to success, whoever you are.	How do codes of ethics that we are governed by in our careers impact us as people?	Why does the location of a business have an impact on their success?	What laws exist around employment and recruitment of staff. How are human rights protected?	What are the defences across the globe in the way that businesses work? What are the advantages and disadvantages?	How are different target audiences reached?
Literacy Reading, Oracy	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning. Opportunities to make a sales pitch.	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning
Gatsby, Careers	Exploration of different types of businesses and the roles that people play within the business. Identify a variety of career paths.	Exploration of the financial side of a business and how employees are paid.	Explore the career of being a sales person.	What processes are followed when you first start in a new career. How does promotion happen?	Where can your career take you?	Marketing as a career
Mental and Physical Well-being	Understand the traits and skills of entrepreneurs and identify these within ourselves too.	Ethical practice in the workplace to support employees ensure that students are aware of the conditions they can expect in the workplace to support them in their careers.	Building self-confidence	Considering CVs and the application process	Balancing the work-life balance of moving a business to the global market	Ensuring your brand represents who you want to be seen as
Cross-Curricular Links	Successes and failures of prominent people in history	Maths - calculations related to pay and profit. E&P - links to the ethical elements of business ownership	English - speaking and listening as a sales person	Interview process - speaking and listening	Geography - the global markets	English - considering the target audience
Precise Learning Endpoints Students will learn/ be able to:	1. What are businesses about? 2. What is the difference between the public and private sector? 3. What is an entrepreneur? 4. How do entrepreneurs fail? 5. What are the different types of business? 6. What do people do in businesses? 7. How do you know who is in charge? 8. What do managers do?	1. How do businesses pay workers? 2. How does the stock market work? 3. What is the difference between profit and revenue? 4. How can we use a cash flow forecast? 5. What do we mean by ethics? 6. Which businesses would you want to work for? 7. What happens when businesses act unethically?	1. How can you be a good sales person? 2. What does good customer service look like? 3. How do you decide on a business location? 4. How does procurement work?	1. How do businesses attract workers? 2. How do businesses recruit? 3. How do businesses interview workers? 4. How do businesses train workers? 5. How do businesses retain workers?	1. What do we mean by globalisation? 2. Which businesses operate globally? 3. Why do businesses operate globally? 4. Which are the most successful global businesses and why?	1. What is marketing? 2. How does market research work? 3. What is a target audience? 4. How does Thorpe Park promote itself? 5. What makes a good advertising campaign? 6. Can you persuade someone to visit Fright Night?
Business Studies	Autumn Term		Spring term		Summer term	
Year 10	1	2	3	4	5	6
Topic Summary	Business Activity	Business Activity and Marketing	Marketing	People	People and Operations	Operations
Thinking Hard	Be able to identify the advantages and disadvantages of being an entrepreneur. Understand the hierarchy within a business/organisation.	Be able to articulate the advantages and disadvantages of primary and secondary data	Application of skills learnt to a real life context.	Evaluate different recruitment methods	Identify the differences between quality control and quality assurance.	Be able to justify the location of new premises for a business
Developing Character	Curiosity, grit and mindfulness developed through discussions	Team work	Teamwork, curiosity and grit developed through projects and discussions as well as developing competitive elements.	What motivates me?	What are my priorities when it comes to quality?	Curiosity: what are the global differences in business and would you consider moving abroad to work?
Understanding Diversity	Looking at different entrepreneurs and their backgrounds. Including entrepreneurs from a variety of racial backgrounds to understand that there are no limits to success, whoever you are.	Recognise the importance of diverse and inclusive data collection	How are different target audiences reached?	What laws exist around employment and recruitment of staff. How are human rights protected?	Child labour in countries where quantity is preferred to quality.	What are the defences across the globe in the way that businesses work? What are the advantages and disadvantages?
Literacy Reading, Oracy	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning. Consider the types of communication in business (formal/informal) and the methods of communication.	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning
Gatsby, Careers	Exploration of different types of businesses and the roles that people play within the business. Identify a variety of career paths.	Explore careers in marketing	Explore careers in marketing	Understand hierarchy within companies	Understand HR processes	Explore the career of being a sales person.
Mental and Physical Well-being	Understand the traits and skills of entrepreneurs and identify these within ourselves too.	Understanding how to be resilient when receiving developmental feedback	Ensuring your brand represents who you want to be seen as	Motivation within the workplace - what do companies do to support mental wellbeing?	Understanding the laws around employee wellbeing	Understand the mental health implications on financial processes
Cross-Curricular Links	Planning a task/experiment to ensure all resources are prepared	Maths - data collection and representation of data.	English - considering the target audience for a marketing campaign	Media/English - advertising for positions. Use of persuasive language	CS/Tech: Technology in the workplace	CS: looking at how companies use the internet to expand their businesses

Precise Learning Endpoints Students will learn/ be able to:	1. Why do businesses exist? 2. What qualities do entrepreneurs need? 3. Do the risks outweigh the rewards? 4. Why do business plans matter? 5. How do you set up a business? 6. What is liability? 7. How do a business' aims change over time? 8. Who is a stakeholder? 9. How do stakeholders influence businesses?	10. How does organic growth work? 11. How does a business expand externally? 1. Why is marketing so important? 2. Why do we carry out market research? 3. Why is primary research important? 4. Why is secondary research important? 5. How do you interpret market research data? 6. What is market segmentation?	7. What is the marketing mix? 8. How does the life cycle of a product effect the marketing mix? 9. What are the different types of pricing? 10. How is advertising used by businesses? 11. How is point of sale used by businesses? 12. Why is place important? 13. How does marketing affect business decisions?	1. Who works in a business? 2. How are businesses organised? 3. What are the different ways of working? 4. How do businesses communicate? 5. How does recruitment work? 6. What are motivation and retention? 7. How can you motivate staff?	8. Why and how do businesses train their staff? 9. Why is employment law important? 1. How do businesses make products? 2. How does technology impact production? 3. What is quality? 4. How do you assure quality products?	5. How does the sales process work? 6. What is E-Commerce? 7. How does Consumer Law affect businesses? 8. How does location influence business decisions? 9. How does the supply chain affect business decisions? 10. What do we mean by procurement?
Business Studies	Autumn Term		Spring term		Summer term	
Year 11	1	2	3	4	5	6
Topic Summary	Operations and Finance	Finance and Influences on Businesses	Synoptic Practice	Revision		
Thinking Hard	Applications to case studies and being able to identify the advantages and disadvantages of decisions.	Applications to case studies and being able to identify the advantages and disadvantages of decisions.	Applications to case studies and being able to identify the advantages and disadvantages of decisions.	Applications to case studies and being able to identify the advantages and disadvantages of decisions.		
Developing Character	What do I class as high quality service and how would I treat my customers?	What are your personal morals/ethics? How do these apply to business ethics?	Grit: revision for GCSEs.	Grit: revision for GCSEs.		
Understanding Diversity	Understanding customer service and how individuals should be treated.	How are business owners impacted by variables out of their control?	Understanding how individuals have different perceptions of risk and reward depending on their starting point	Understanding the world around us and how each person revise.		
Literacy Reading, Oracy	Students will analyse key terminology and command works, and their meaning. Oracy: make a sales pitch to the class.	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning	Students will analyse key terminology and command works, and their meaning		
Gatsby, Careers	Discuss the different companies who have success with physical stores and those who are the most successful online retailers	What environment/location would you like to work in?	Linking everything we do to case studies which relate to a variety of large and small companies	Linking everything we do to case studies which relate to a variety of large and small companies		
Mental and Physical Well-being	Grit and determination as we prepare for exams	Grit and determination as we prepare for exams	Grit and determination as we prepare for exams	Grit and determination as we prepare for exams		
Cross-Curricular Links	IT - use of technology to set up a business online	Maths - calculations related to pay and profit.	English - practise writing responses to questions using the correct key vocabulary and linking answers to the case study that we are provided with.			
Precise Learning Endpoints Students will learn/ be able to:	5. How does the sales process work? 6. What is E-Commerce? 7. How does Consumer Law affect businesses? 8. How does location influence business decisions? 9. How does the supply chain affect business decisions? 10. What do we mean by procurement 1. Why is financial data important? 2. What are revenue and costs? 3. What is profit and loss? 4. How do you calculate a profit margin?	1. How do you know if you have made a good investment? 2. How does a business raise finance? Exam Question Practice 3. Why is break-even important? 4. How can you use cash flow forecasts effectively? 1. How do ethics affect businesses? 2. How does the environment affect businesses? 3. How does unemployment affect businesses? 4. How can consumer income affect businesses? 5. How does globalisation affect businesses?	1. What do we mean by interdependency in business? 2. How do decisions affect businesses? 3. Risk or reward? 4. How do businesses use financial data?			