



Business Studies Unit Overview Year A Level Theme 1

Business Studies – Theme 1 Marketing & People Autumn Term 1

The content of the Year 12 Business course is not reliant on prior learning. All written skills and numerical techniques will be delivered and developed during the two year course. The challenges faced by students in returning to and starting Year 12 A Level content is recognised, and support will be offered to help them return and get back into an academic routine. Every year students experience some challenge with the level of skill required to successfully transition to A Level and answer A Level questions. These skills are nurtured over the two years of the course and are practiced regularly throughout.

What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?
1.1.1 The	Knowledge Students will learn about mass	Demonstrating exceptional independence as students, and as critical and reflective thinkers	GCSE Links	Student textbooks are issued at the beginning
market	markets and niche markets including their, characteristics the market size	with enquiring minds.	1.1.1 The dynamic	of the course. Sharepoint Resources
	and market share and brands. Students will learn about dynamic	Demonstrating exceptional knowledge and understanding of business concepts, business	nature of business	for students Class teacher
	markets including online retailing, how markets change, innovation and	terminology and business objectives.	1.2.1. Risk and	Powerpoints Topic Tests
	market growth and adapting to change.	Consistently applying knowledge and understanding to contemporary business issues	Reward	Past Exam Papers Mark Schemes
	Understanding Students will understand the difference between mass markets and	and to different types and sizes of businesses, in local, national and global contexts.	1.2.4 The competitive environment	Revision Guide Online Resources for Students
	niche markets. Students will understand what a dynamic market is and how	An outstanding commitment shown to participating in group activities and supporting peers.	1.5.2 Technology	Seneca Learning Bee Business Bee Tutor2u
	competition will affect the market. Students will understand the difference between risk and uncertainty.	Utilising the exam technique at every opportunity when answering questions, verbally or in writing.	and Business	Social Media Resources for Students Youtube Bizconsesh
	Skills	Evidence of wider reading, research and current thinking in the subject.		Joe Bayley Revision Tutor2u





	Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.		
1.1.2 Market research	Knowledge Students will learn about product and market orientation. Students will learn about primary and secondary market research data and how it is used to identify and anticipate customer needs and wants, quantify likely demand, gain insight into consumer behaviour and the limitations of market research, sample size and bias. Students will learn how ICT is used to support market research including, websites, social networking, databases Students will learn about market segmentation. Understanding Students will understand the difference between product and market orientation. Students will understand the methods of market research. Students will understand the limitations of market research. Students will also understand the use of ICT to support market research. Students will understand market segmentation. Skills Defining key terms, demonstrating independence; working collaboratively	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	1.2.2. Market Research 1.2.3 Market Segmentation 1.5.2 Technology and Business	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u





	with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.			
1.1.3 Market positioning	Knowledge Students will learn about market mapping, competitive advantage of a product or service, the purpose of product differentiation and adding value to products/services. Understanding Students will understand market mapping, competitive advantage of a product or service, the purpose of product differentiation and adding value to products/services. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	GCSE Links 1.2.3 Market Segmentation	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u





	Business Studies – Theme 1 Marketing & People Autumn Term 2				
What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?	
1.2.1 Demand	Knowledge Students will learn about factors leading to a change in demand including changes in the prices of substitutes and complementary goods, changes in consumer incomes, fashions, tastes and preferences, advertising and branding, demographics, external shocks and seasonality. Understanding Students will understand the factors that lead to a change in demand. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	1.2.1 Customer needs 1.2.4 The competitive environment 1.5.4 The economy and business 2.2.2 Price 2.2.3 Promotion	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u	





1 2 2	Knowledge	Demonstrating expentional independence as	CCCE Links	Ctudent toythooke are
1.2.2	Knowledge	Demonstrating exceptional independence as	GCSE Links	Student textbooks are
Supply	Students will learn about	students, and as critical and reflective thinkers		issued at the beginning
	factors leading to a change in	with enquiring minds.	1.2.1 Customer needs	of the course.
	supply including			Sharepoint Resources
	changes in the costs of	Demonstrating exceptional knowledge and	1.2.4 The competitive	for students
	production, introduction of new	understanding of business concepts, business	environment	Class teacher
	technology, indirect taxes,	terminology and business objectives.		Powerpoints
	government subsidies and	3,	1.5.4 The economy and	Topic Tests
	external shocks.	Consistently applying knowledge and	business	Past Exam Papers
	Understanding	understanding to contemporary business	Duoi 1000	Mark Schemes
	Students will understand the	issues and to different types and sizes of	2.2.2 Price	Revision Guide
			2.2.2 FIIC e	Online Resources for
	factors that lead to a change in	businesses, in local, national and global		
	supply.	contexts.		Students
	Skills			Seneca Learning
	Defining key terms,	An outstanding commitment shown to		Bee Business Bee
	demonstrating independence;	participating in group activities and supporting		Tutor2u
	working collaboratively with	peers.		Social Media Resources
	others, utilising exam			for Students
	technique, using case studies	Utilising the exam technique at every		Youtube
	effectively, understanding	opportunity when answering questions,		Bizconsesh
	context and how to analyse and	verbally or in writing.		Joe Bayley Revision
	evaluate data.	Volbany of m witting.		Tutor2u
	Cvaluate data.	Evidence of wider reading, research and		Tatorza
		current thinking in the subject.		
		B		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		





1.2.3	Knowledge	Demonstrating exceptional independence as	GCSE Links	Student textbooks are
Markets	Students will learn about the	students, and as critical and reflective thinkers		issued at the beginning
	interaction of supply and	with enquiring minds.	1.2.1 Customer needs	of the course.
	demand.			Sharepoint Resources
	Students will learn about the	Demonstrating exceptional knowledge and	1.2.4 The competitive	for students
	drawing and interpretation of	understanding of business concepts, business	environment	Class teacher
	supply and demand diagrams	terminology and business objectives.		Powerpoints
	to show the causes and		1.5.4 The economy and	Topic Tests
	consequences of price	Consistently applying knowledge and	business	Past Exam Papers
	changes.	understanding to contemporary business		Mark Schemes
	Understanding	issues and to different types and sizes of	2.2.2 Price	Revision Guide
	Students will understand the	businesses, in local, national and global		Online Resources for
	interaction of supply and	contexts.		Students
	demand.			Seneca Learning
	Students will understand the	An outstanding commitment shown to		Bee Business Bee
	drawing and interpretation of	participating in group activities and supporting		Tutor2u
	supply and demand diagrams.	peers.		Social Media Resources
	Skills			for Students
	Defining key terms,	Utilising the exam technique at every		Youtube Bizconsesh
	demonstrating independence;	opportunity when answering questions,		
	working collaboratively with	verbally or in writing.		Joe Bayley Revision Tutor2u
	others, utilising exam	Evidence of wider reading, research and		Tutorzu
	technique, using case studies effectively, understanding	current thinking in the subject.		
	context and how to analyse and	Current triinking in the Subject.		
	evaluate data.	Demonstrating outstanding ability to apply		
	evaluate data.	quantitative skills relevant to business,		
		including using and interpreting data.		
		moluding dainy and interpreting data.		



Knowledge

demand

Students will learn about the

Students will learn about the

Interpretation of numerical

values of price elasticity of

the significance of price elasticity of demand to

businesses in terms of implications for pricing.

Students will learn the

between price elasticity of

demand and total revenue.

Students will understand price

demonstrating independence; working collaboratively with others, utilising exam

technique, using case studies

context and how to analyse and

effectively, understanding

the relationship

Understanding

evaluate data.

Skills

elasticity of demand.

Defining key terms,

demand, the factors influencing

calculation and how to interpret

price elasticity of demand and

calculation of price elasticity of



1.2.4
Price
elasticity
of
demand

Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

GCSE Links

1.2.4 The competitive environment

1.5.4 The economy and business

2.2.2 Price

Student textbooks are issued at the beginning of the course. **Sharepoint Resources** for students Class teacher **Powerpoints Topic Tests** Past Exam Papers Mark Schemes **Revision Guide** Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u





1.2.5	Knowledge
Income	Students will learn about the
elasticity	calculation of income elasticity
of	of demand and the
demand	Interpretation of numerical
	values of income elasticity of

demand.

Understanding

Defining key terms,

others, utilising exam

evaluate data.

Skills

Students will learn about the

elasticity of demand and the

significance of income elasticity

factors influencing income

of demand to businesses.

Students will understand

income elasticity of demand.

demonstrating independence;

technique, using case studies

context and how to analyse and

working collaboratively with

effectively, understanding

Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.

GCSE Links

1.2.4 The competitive environment

1.5.4 The economy and business

2.2.2 Price

Student textbooks are issued at the beginning of the course. **Sharepoint Resources** for students Class teacher **Powerpoints Topic Tests** Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students

Youtube

Tutor2u

Bizconsesh

Joe Bayley Revision





Business Studies – Theme 1 Marketing & People Spring Term 1					
What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?	
1.3.1 Product/service design	Knowledge Students will learn about the design mix including function, aesthetics and cost Students will learn about the changes in the elements of the design mix to reflect social trends such as concern over resource depletion, designing for waste minimisation, re-use and recycling and ethical sourcing Understanding Students will understand the design mix and the changes in it which reflect social trends. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	GCSE Links 1.4.3 The marketing mix 2.1.4 Ethics, the environment and business 2.2.1. Product 2.2.2 Price	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u	
1.3.2 Branding and promotion	Knowledge Students will learn about types of promotion, types of branding, the	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.	GCSE Links	Student textbooks are issued at the beginning of the course.	





benefits of strong branding, added		1.2.3 Market	Sharepoint Resources
value, ability to charge premium	Demonstrating exceptional knowledge and	segmentation	for students
prices and reduced price elasticity of	understanding of business concepts, business		Class teacher
demand.	terminology and business objectives.	1.4.3 The	Powerpoints
Students will learn ways to build a		marketing mix	Topic Tests
brand, unique selling points	Consistently applying knowledge and		Past Exam Papers
(USPs)/differentiation, advertising,	understanding to contemporary business	2.2.1. Product	Mark Schemes
sponsorship and the use of social	issues and to different types and sizes of		Revision Guide
media.	businesses, in local, national and global	2.2.2 Price	Online Resources for
Students will learn about the	contexts.		Students
changes in branding and promotion		2.2.3	Seneca Learning
to reflect social trends such as viral	An outstanding commitment shown to	Promotion	Bee Business Bee
marketing, social media and	participating in group activities and supporting		Tutor2u
emotional branding.	peers.		Social Media
Understanding			Resources for Students
Students will understand the types	Utilising the exam technique at every		Youtube
of promotion.	opportunity when answering questions,		Bizconsesh
Students will understand how to	verbally or in writing.		Joe Bayley Revision
build a brand and the changes in			Tutor2u
branding due to social trends.	Evidence of wider reading, research and		
Skills	current thinking in the subject.		
Defining key terms, demonstrating			
independence; working	Demonstrating outstanding ability to apply		
collaboratively with others, utilising	quantitative skills relevant to business,		
exam technique, using case studies	including using and interpreting data.		
effectively, understanding context			
and how to analyse and evaluate			
data.			





Knowledge

Students will learn about types of pricing strategy such as cost plus (calculating mark-up on unit cost), price skimming, penetration, predatory, competitive and psychological.

Students will learn about the factors that determine the most appropriate pricing strategy for a particular situation such as number of USPs/amount of differentiation, price elasticity of demand, level of competition in the business environment, strength of brand, stage in the product life cycle and costs and the need to make a profit. Students will learn about the changes in pricing to reflect social trends such as online sales and price comparison sites.

Understanding

Students will understand the types of pricing strategies.

Students will understand the factors that determine a pricing strategy. Students will understand the changes in pricing that reflect social trends.

Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. GCSE Links
Student to issued at of the coumarketing mix
Sharepoil

2.2.1. Product

2.2.2 Price

Student textbooks are issued at the beginning of the course.
Sharepoint Resources

for students Class teacher Powerpoints Topic Tests

Past Exam Papers
Mark Schemes
Revision Guide

Online Resources for Students

Students Sonoca Loai

Seneca Learning Bee Business Bee

Tutor2u Social Media

Resources for Students

Youtube Bizconsesh

Joe Bayley Revision

Tutor2u





1.3.4	Knowledge	Demonstrating exceptional independence as	GCSE Links	Student textbooks are
Distribution	Students will learn about distribution	students, and as critical and reflective thinkers		issued at the beginning
	channels and changes in distribution	with enquiring minds.	1.4.3 The	of the course.
	to reflect social trends such as,		marketing mix	Sharepoint Resources
	online distribution and changing	Demonstrating exceptional knowledge and		for students
	from product to service.	understanding of business concepts, business	2.2.1. Product	Class teacher
	Understanding	terminology and business objectives.		Powerpoints
	Students will understand distribution		2.2.4	Topic Tests
	channels and how they can change	Consistently applying knowledge and	Distribution	Past Exam Papers
	to reflect social trends.	understanding to contemporary business		Mark Schemes
	Skills	issues and to different types and sizes of		Revision Guide
	Defining key terms, demonstrating	businesses, in local, national and global		Online Resources for
	independence; working	contexts.		Students
	collaboratively with others, utilising			Seneca Learning
	exam technique, using case studies	An outstanding commitment shown to		Bee Business Bee
	effectively, understanding context	participating in group activities and supporting		Tutor2u
	and how to analyse and evaluate	peers.		Social Media
	data.			Resources for Students
		Utilising the exam technique at every		Youtube
		opportunity when answering questions,		Bizconsesh
		verbally or in writing.		Joe Bayley Revision
				Tutor2u
		Evidence of wider reading, research and		
		current thinking in the subject.		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		





		I S		I a
1.3.5	Knowledge	Demonstrating exceptional independence as	GCSE Links	Student textbooks are
Marketing	Students will learn about the product	students, and as critical and reflective thinkers		issued at the beginning
strategy	life cycle and extension strategies	with enquiring minds.	1.2.3 Market	of the course.
	for a product or through promotion		segmentation	Sharepoint Resources
	Students will learn about the Boston	Demonstrating exceptional knowledge and		for students
	Matrix and the product portfolio.	understanding of business concepts, business	1.4.3 The	Class teacher
	Students will learn about marketing	terminology and business objectives.	marketing mix	Powerpoints
	strategies appropriate for different			Topic Tests
	types of markets including mass	Consistently applying knowledge and	2.2.1. Product	Past Exam Papers
	markets, niche markets, business to	understanding to contemporary business		Mark Schemes
	business (B2B) and business to	issues and to different types and sizes of	2.2.2 Price	Revision Guide
	consumer (B2C) marketing.	businesses, in local, national and global		Online Resources for
	Students will learn about consumer	contexts.	2.2.3	Students
	behaviour and how businesses		Promotion	Seneca Learning
	develop customer loyalty.	An outstanding commitment shown to		Bee Business Bee
	Understanding	participating in group activities and supporting	2.2.4	Tutor2u
	Students will understand the product	peers.	Distribution	Social Media
	life cycle and the Boston Matrix.			Resources for Students
	Students will understand marketing	Utilising the exam technique at every		Youtube
	strategies and which markets they	opportunity when answering questions,		Bizconsesh
	suit.	verbally or in writing.		Joe Bayley Revision
	Students will understand consumer			Tutor2u
	behaviour.	Evidence of wider reading, research and		
	Skills	current thinking in the subject.		
	Defining key terms, demonstrating			
	independence; working	Demonstrating outstanding ability to apply		
	collaboratively with others, utilising	quantitative skills relevant to business,		
	exam technique, using case studies	including using and interpreting data.		
	effectively, understanding context			
	and how to analyse and evaluate			
	data.			





Business Studies – Theme 1 Marketing & People Spring Term 2				
What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?
1.4.1 Approaches to staffing	Knowledge Students will learn about staff as an asset and staff as a cost. Students will learn about flexible workforces such as multi-skilling, part-time and temporary, flexible hours and home working and outsourcing Students will learn about the distinction between dismissal and redundancy, employer/employee relationships, individual approach and collective bargaining. Understanding Students will understand the approaches to staffing in business. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	GCSE Links 2.5.1 Organisational Structures 2.5.4 Motivation	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u





1.4.2	Knowledge	Demonstrating exceptional	GCSE Links	Student textbooks are
Recruitment,	Students will learn about the recruitment	independence as students, and as		issued at the beginning
selection and	and selection process including internal	critical and reflective thinkers with	2.5.1	of the course.
training	versus external recruitment the costs of	enquiring minds.	Organisational	Sharepoint Resources
	recruitment, selection and training and the		Structures	for students
	types of training, induction, on-the-job and	Demonstrating exceptional knowledge		Class teacher
	off-the-job.	and understanding of business	2.5.2 Effective	Powerpoints
	Understanding	concepts, business terminology and	recruitment	Topic Tests
	Students will understand the Recruitment	business objectives.		Past Exam Papers
	and selection process.		2.5.3 Effective	Mark Schemes
	Students will understand the types of	Consistently applying knowledge and	training and	Revision Guide
	training.	understanding to contemporary	development	Online Resources for
	Skills	business issues and to different types		Students
	Defining key terms, demonstrating	and sizes of businesses, in local,	2.5.4 Motivation	Seneca Learning
	independence; working collaboratively with	national and global contexts.		Bee Business Bee
	others, utilising exam technique, using	As suitated lines are associated and all according		Tutor2u
	case studies effectively, understanding	An outstanding commitment shown to		Social Media Resources
	context and how to analyse and evaluate	participating in group activities and		for Students Youtube
	data.	supporting peers.		Bizconsesh
		Litilizing the even technique of even		
		Utilising the exam technique at every opportunity when answering		Joe Bayley Revision Tutor2u
		questions, verbally or in writing.		Tutorzu
		questions, verbally of in writing.		
		Evidence of wider reading, research		
		and current thinking in the subject.		
		and sandin amining in the subject.		
		Demonstrating outstanding ability to		
		apply quantitative skills relevant to		
		business, including using and		
		interpreting data.		





1.4.3	
Organisational	
design	

Knowledge

Students will learn about organisation structures including hierarchy, chain of command, span of control and centralised and decentralised.

Students will learn about the types of structure including tall, flat and matrix. Students will learn the Impact of different organisational structures on business efficiency and motivation.

Understanding

Students will understand organisation structures and the different types there are. Students will understand the the impact of structures on efficiency and motivation. Skills

Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.

Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.

Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives.

Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts.

An outstanding commitment shown to participating in group activities and supporting peers.

Utilising the exam technique at every opportunity when answering questions, verbally or in writing.

Evidence of wider reading, research and current thinking in the subject.

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data. GCSE Links

2.5.1 Organisational Structures

2.5.4 Motivation

Student textbooks are issued at the beginning of the course.
Sharepoint Resources for students

for students Class teacher Powerpoints

Topic Tests
Past Exam Papers
Mark Schemes
Revision Guide
Online Resources for
Students

Seneca Learning Bee Business Bee

Tutor2u

Social Media Resources for Students

Youtube Bizconsesh Joe Bayley Revision

Joe Bayley Revision Tutor2u



Skills

data.

Defining key terms, demonstrating independence; working collaboratively with

others, utilising exam technique, using case studies effectively, understanding

context and how to analyse and evaluate



1.4.4	Knowledge	Demonstrating exceptional	GCSE Links	Student textbooks are
Motivation in	Students will learn about the importance of	independence as students, and as		issued at the beginning
theory	employee motivation to a business.	critical and reflective thinkers with	2.5.4 Motivation	of the course.
and practice	Students will learn about motivation	enquiring minds.		Sharepoint Resources
	theories including Taylor (scientific			for students
	management), Mayo (human relations	Demonstrating exceptional knowledge		Class teacher
	theory), Maslow (hierarchy of needs),	and understanding of business		Powerpoints
	Herzberg (two factor theory).	concepts, business terminology and		Topic Tests
	Students will learn about financial	business objectives.		Past Exam Papers
	incentives to improve employee			Mark Schemes
	performance such as piecework,	Consistently applying knowledge and		Revision Guide
	commission, bonus, profit share and	understanding to contemporary		Online Resources for
	performance-related pay.	business issues and to different types		Students
	Students will learn about non-financial	and sizes of businesses, in local,		Seneca Learning
	techniques to improve employee	national and global contexts.		Bee Business Bee
	Performance such as delegation,			Tutor2u
	consultation, empowerment, team working,	An outstanding commitment shown to		Social Media Resources
	flexible working, job enrichment, job	participating in group activities and		for Students
	rotation, job enlargement.	supporting peers.		Youtube
	Understanding			Bizconsesh
	Students will understand the importance of	Utilising the exam technique at every		Joe Bayley Revision
	motivation.	opportunity when answering		Tutor2u
	Students will understand motivation	questions, verbally or in writing.		
	theories.			
	Students will understand financial and non-	Evidence of wider reading, research		
	financial methods of motivation.	and current thinking in the subject.		
1	1 =		1	1

Demonstrating outstanding ability to apply quantitative skills relevant to

business, including using and

interpreting data.





1.4.5	Knowledge	Demonstrating exceptional	GCSE Links	Student textbooks are
Leadership	Students will learn about leadership and	independence as students, and as		issued at the beginning
	the distinction between management and	critical and reflective thinkers with	1.1.3 The role of	of the course.
	leadership.	enquiring minds.	business	Sharepoint Resources
	Students will learn about types of		enterprise	for students
	leadership style including, autocratic,	Demonstrating exceptional knowledge		Class teacher
	paternalistic, democratic and laissez-faire.	and understanding of business		Powerpoints
	Understanding	concepts, business terminology and		Topic Tests_
	Students will understand leadership and	business objectives.		Past Exam Papers
	the difference from management.			Mark Schemes
	Students will understand the types of	Consistently applying knowledge and		Revision Guide
	leadership.	understanding to contemporary		Online Resources for
	Skills	business issues and to different types		Students
	Defining key terms, demonstrating	and sizes of businesses, in local,		Seneca Learning Bee Business Bee
	independence; working collaboratively with others, utilising exam technique, using	national and global contexts.		Tutor2u
	case studies effectively, understanding	An outstanding commitment shown to		Social Media Resources
	context and how to analyse and evaluate	participating in group activities and		for Students
	data.	supporting peers.		Youtube
	data.			Bizconsesh
		Utilising the exam technique at every		Joe Bayley Revision
		opportunity when answering		Tutor2u
		questions, verbally or in writing.		
		, , , , , , , , , , , , , , , , , , , ,		
		Evidence of wider reading, research		
		and current thinking in the subject.		

Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.





	Business Studies – Theme 1 Marketing & People Summer Term 1					
What are we learning?	What knowledge, understanding and skills will we gain?	What does mastery look like?	How does this build on prior learning?	What additional resources are available?		
1.5.1 Role of an entrepreneur	Knowledge Students will learn about creating and setting up a business, running and expanding/developing a business, innovation within a business (intrapreneurship). Students will learn about barriers to entrepreneurship such as anticipating risk and uncertainty in the business environment. Understanding Students will understand how to create and set up a business. Students will understand the barriers to entrepreneurship and risk and reward. Skills Defining key terms, demonstrating independence; working collaboratively with others, utilising exam technique, using case studies effectively, understanding context and how to analyse and evaluate data.	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds. Demonstrating exceptional knowledge and understanding of business concepts, business terminology and business objectives. Consistently applying knowledge and understanding to contemporary business issues and to different types and sizes of businesses, in local, national and global contexts. An outstanding commitment shown to participating in group activities and supporting peers. Utilising the exam technique at every opportunity when answering questions, verbally or in writing. Evidence of wider reading, research and current thinking in the subject. Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.	GCSE Links 1.1.2 Risk and reward 1.1.3 The role of business enterprise	Student textbooks are issued at the beginning of the course. Sharepoint Resources for students Class teacher Powerpoints Topic Tests Past Exam Papers Mark Schemes Revision Guide Online Resources for Students Seneca Learning Bee Business Bee Tutor2u Social Media Resources for Students Youtube Bizconsesh Joe Bayley Revision Tutor2u		
1.5.2 Entrepreneurial motives and	Knowledge Students will learn about the characteristics and skills required	Demonstrating exceptional independence as students, and as critical and reflective thinkers with enquiring minds.	GCSE Links	Student textbooks are issued at the beginning of the course.		





characteristics	the reasons why people set up businesses such as financial	Demonstrating exceptional knowledge and	1.1.2 Risk and reward	Sharepoint Resources for students
	motives like profit maximisation and profit	understanding of business concepts, business terminology and business	1.1.3 The role of	Class teacher Powerpoints
	Satisficing.	objectives.	business	Topic Tests
	Students will learn about non- financial motives such as ethical	Consistently applying knowledge and	enterprise	Past Exam Papers Mark Schemes
	stance, social	understanding to contemporary business		Revision Guide
	entrepreneurship, independence and home working.	issues and to different types and sizes of businesses, in local, national and global		Online Resources for Students
	Understanding	contexts.		Seneca Learning
	Students will understand the characteristics and skills of	An outstanding commitment shown to		Bee Business Bee Tutor2u
	entrepreneurs.	participating in group activities and		Social Media
	Students will understand the financial and non-financial motives.	supporting peers.		Resources for Students Youtube
	Skills	Utilising the exam technique at every		Bizconsesh
	Defining key terms, demonstrating independence; working	opportunity when answering questions, verbally or in writing.		Joe Bayley Revision Tutor2u
	collaboratively with others, utilising	, ,		
	exam technique, using case studies effectively, understanding context	Evidence of wider reading, research and current thinking in the subject.		
	and how to analyse and evaluate	,		
	data.	Demonstrating outstanding ability to apply quantitative skills relevant to business, including using and interpreting data.		





1.5.3 Business	Knowledge	Demonstrating exceptional independence	GCSE Links	Student textbooks are
objectives	Students will learn about business	as students, and as critical and reflective		issued at the beginning
	objectives such as survival, profit	thinkers with enquiring minds.	1.3.1 Business	of the course.
	maximisation.		aims and	Sharepoint Resources
	Students will learn about other	Demonstrating exceptional knowledge and	objectives	for students
	objectives such as sales	understanding of business concepts,	-	Class teacher
	maximisation, market share, cost	business terminology and business	1.4.1 The options	Powerpoints
	efficiency, employee welfare,	objectives.	for start-up and	Topic Tests
	customer satisfaction and social		small businesses	Past Exam Papers
	objectives.	Consistently applying knowledge and		Mark Schemes
	Understanding	understanding to contemporary business	2.1.1 Business	Revision Guide
	Students will understand business	issues and to different types and sizes of	growth	Online Resources for
	objectives and other objectives.	businesses, in local, national and global		Students
	Skills	contexts.	2.1.2 Changes in	Seneca Learning
	Defining key terms, demonstrating		business aims	Bee Business Bee
	independence; working	An outstanding commitment shown to	and objectives	Tutor2u
	collaboratively with others, utilising	participating in group activities and		Social Media
	exam technique, using case studies	supporting peers.		Resources for Students
	effectively, understanding context			Youtube
	and how to analyse and evaluate	Utilising the exam technique at every		Bizconsesh
	data.	opportunity when answering questions,		Joe Bayley Revision
		verbally or in writing.		Tutor2u
		Evidence of wider reading, research and		
		current thinking in the subject.		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		





1.5.4	Knowledge	Demonstrating exceptional independence	GCSE Links	Student textbooks are
Forms of	Students will learn about sole	as students, and as critical and reflective		issued at the beginning
business	traders, partnerships and private	thinkers with enquiring minds.	1.3.1 Business	of the course.
	limited companies.	3	aims and	Sharepoint Resources
	Students will learn about franchising,	Demonstrating exceptional knowledge and	objectives	for students
	social enterprise, lifestyle	understanding of business concepts,	,	Class teacher
	businesses, and online businesses.	business terminology and business	1.4.1 The options	Powerpoints
	Students will learn about growth to	objectives.	for start-up and	Topic Tests
	PLC and stock market flotation.	,	small businesses	Past Exam Papers
	Understanding	Consistently applying knowledge and		Mark Schemes
	Students will understand the types	understanding to contemporary business	2.1.1 Business	Revision Guide
	of business and how businesses	issues and to different types and sizes of	growth	Online Resources for
	grow.	businesses, in local, national and global		Students
	Škills	contexts.	2.1.2 Changes in	Seneca Learning
	Defining key terms, demonstrating		business aims	Bee Business Bee
	independence; working	An outstanding commitment shown to	and objectives	Tutor2u
	collaboratively with others, utilising	participating in group activities and		Social Media
	exam technique, using case studies	supporting peers.		Resources for Students
	effectively, understanding context			Youtube
	and how to analyse and evaluate	Utilising the exam technique at every		Bizconsesh
	data.	opportunity when answering questions,		Joe Bayley Revision
		verbally or in writing.		Tutor2u
		Evidence of wider reading, research and		
		current thinking in the subject.		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		





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1.5.5	Knowledge	Demonstrating exceptional independence	GCSE Links	Student textbooks are
Business	Students will learn about opportunity	as students, and as critical and reflective	1.1.1	issued at the beginning
choices	cost and choices and potential	thinkers with enquiring minds.	The dynamic	of the course.
	trade-offs.		nature of	Sharepoint Resources
	Understanding	Demonstrating exceptional knowledge and	business	for students
	Students will understand opportunity	understanding of business concepts,		Class teacher
	cost and trade offs.	business terminology and business	1.1.2	Powerpoints
	Skills	objectives.	Risk and reward	Topic Tests
	Defining key terms, demonstrating			Past Exam Papers
	independence; working	Consistently applying knowledge and		Mark Schemes
	collaboratively with others, utilising	understanding to contemporary business		Revision Guide
	exam technique, using case studies	issues and to different types and sizes of		Online Resources for
	effectively, understanding context	businesses, in local, national and global		Students
	and how to analyse and evaluate	contexts.		Seneca Learning
	data.			Bee Business Bee
		An outstanding commitment shown to		Tutor2u
		participating in group activities and		Social Media
		supporting peers.		Resources for Students
		cupporting poors.		Youtube
		Utilising the exam technique at every		Bizconsesh
		opportunity when answering questions,		Joe Bayley Revision
		verbally or in writing.		Tutor2u
		verbally of in writing.		Tutorzu
		Evidence of wider reading, research and		
		current thinking in the subject.		
		Demonstrating outstanding shills to apply		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		





		1	1	
1.5.6	Knowledge	Demonstrating exceptional independence	GCSE Links	Student textbooks are
Moving from	Students will learn about the	as students, and as critical and reflective		issued at the beginning
entrepreneur to	difficulties in developing from an	thinkers with enquiring minds.	1.1.3 The role of	of the course.
leader	entrepreneur		business	Sharepoint Resources
	to a leader.	Demonstrating exceptional knowledge and	enterprise.	for students
	Understanding	understanding of business concepts,		Class teacher
	Students will understand the	business terminology and business	2.5.4 Motivation	Powerpoints
	difficulties in developing from an	objectives.		Topic Tests
	entrepreneur			Past Exam Papers
	to a leader.	Consistently applying knowledge and		Mark Schemes
	Skills	understanding to contemporary business		Revision Guide
	Defining key terms, demonstrating	issues and to different types and sizes of		Online Resources for
	independence; working	businesses, in local, national and global		Students
	collaboratively with others, utilising	contexts.		Seneca Learning
	exam technique, using case studies			Bee Business Bee
	effectively, understanding context	An outstanding commitment shown to		Tutor2u
	and how to analyse and evaluate	participating in group activities and		Social Media
	data.	supporting peers.		Resources for Students
				Youtube
		Utilising the exam technique at every		Bizconsesh
		opportunity when answering questions,		Joe Bayley Revision
		verbally or in writing.		Tutor2u
		Toroany or an armang.		1 413.24
		Evidence of wider reading, research and		
		current thinking in the subject.		
		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		
		inolaaning doing and intorprotting data.		





Focus on	Knowledge	Demonstrating exceptional independence	Theme 1&2 prior	Student textbooks are
finishing	Students will use their knowledge	as students, and as critical and reflective	learning	issued at the beginning
Theme 1 if	gained in Theme 1 to complete past	thinkers with enquiring minds.		of the course.
over running	exam papers, practice multiple		Exam technique	Sharepoint Resources
	choice questions and work on	Demonstrating exceptional knowledge and	prior learning	for students
Focus on	improving their exam technique.	understanding of business concepts,		Class teacher
revision for	Understanding	business terminology and business	End of topic tests	Powerpoints
mock exams	Students will work on ensuring they	objectives.	prior learning	Topic Tests
	understand the exam process and			Past Exam Papers
Focus on exam	what to expect for their mock exam.	Consistently applying knowledge and	Calculations prior	Mark Schemes
technique for	Skills	understanding to contemporary business	learning	Revision Guide
mock exams	Defining key terms, demonstrating	issues and to different types and sizes of		Online Resources for
_	independence; working	businesses, in local, national and global	Analysing and	Students
Focus on	collaboratively with others, utilising	contexts.	evaluating case	Seneca Learning
feedback from	exam technique for 3. 6. 9 & 12		studies prior	Bee Business Bee
examiner	mark questions, using case studies	An outstanding commitment shown to	learning	Tutor2u
reports/past	effectively, understanding context	participating in group activities and		Social Media
papers	and how to analyse and evaluate.	supporting peers.	Assessment	Resources for Students
		LICE-in the course to shadows at course	books	Youtube
Focus on feed		Utilising the exam technique at every		Bizconsesh
forward from		opportunity when answering questions,		Joe Bayley Revision
past papers,		verbally or in writing.		Tutor2u
case studies and short		Evidence of wider reading, research and		
		Evidence of wider reading, research and current thinking in the subject.		
answer questions.		Current thinking in the Subject.		
questions.		Demonstrating outstanding ability to apply		
		quantitative skills relevant to business,		
		including using and interpreting data.		
Once Year 12 mock exams are over and feedback/feed forward tasks are completed, students begin Theme 4.				

Once Year 12 mock exams are over and feedback/feed forward tasks are completed, students begin Theme 4.

This is usually started in Summer Term 2.