



Business Studies Curriculum Overview

This overview document details what students will be studying in this subject area over the course of their time with us and the skills and knowledge they will be covering. Students will be formally assessed across the year and their progress and ATL (Attitude to Learning) will be reported home at the end of each term. Assessments will aim to assess the knowledge and skills a student has covered up to that point in their education, including the curriculum covered in the previous year/s.

Half term	02.09.25 - 23.10.25	03.11.25 - 19.12.25	05.01.26 - 13.02.26	23.02.26 - 26.03.26	13.04.26 - 22.05.26	01.06.26 - 17.07.26
	Autumn 1 - 8 weeks	Autumn 2 - 7 weeks	Spring 1 - 6 weeks	Spring 2 - 5 weeks	Summer 1 - 5 weeks	Summer 2 - 7 weeks
Year 12	<u>Theme 1: Marketing and People</u> <ul style="list-style-type: none"> Meeting customer needs <p>This unit explores how businesses identify and meet customer needs, focusing on understanding different types of customers, market research, segmentation, targeting, and positioning. It covers the importance of adapting to customer demands and ensuring customer satisfaction.</p> <ul style="list-style-type: none"> The Market <p>This section delves into the different types of markets (e.g., mass and niche markets), market dynamics, and market growth. It also looks at competition and how businesses position themselves within a market.</p>		<u>Theme 1: Marketing and People</u> <ul style="list-style-type: none"> Marketing Mix and Strategy <p>Students learn about the 4 Ps of the marketing mix (Product, Price, Place, Promotion) and how businesses use these to develop effective marketing strategies. This unit also covers branding and marketing in different contexts.</p>		<u>Theme 1: Marketing and People</u> <ul style="list-style-type: none"> Entrepreneurs and leaders <p>Focuses on the role of entrepreneurs and leaders in business. It explores entrepreneurial motives, the characteristics of successful entrepreneurs, and the challenges they face. The unit also looks at different leadership styles and how they impact business success.</p>	
	<u>Theme 2: Managing Business Activities</u> <ul style="list-style-type: none"> Raising Finance <p>This unit covers the different sources of finance available to businesses, both internal and external. It explores how businesses decide on the most appropriate sources of finance for their needs.</p> <ul style="list-style-type: none"> Financial Planning <p>Students learn about financial forecasting, budgeting, and managing cash flow. The unit also covers break-even analysis and the importance of financial planning in ensuring business sustainability.</p>		<u>Theme 2: Managing Business Activities</u> <ul style="list-style-type: none"> Managing Finance <p>This unit examines how businesses monitor and control their finances. It covers profitability, liquidity, and efficiency ratios, as well as the interpretation of financial data to make informed business decisions.</p> <ul style="list-style-type: none"> Resource Management 		<u>Theme 2: Managing Business Activities</u> <ul style="list-style-type: none"> External Influences <p>This unit explores the external factors that affect businesses, such as economic, political, legal, and social influences. It also covers the impact of globalization and technological change on business activities.</p>	
					<u>Theme 3: Business Decisions and Strategy</u> <ul style="list-style-type: none"> Business Objectives and Strategy <p>This unit examines how businesses set and pursue objectives, such as profit maximization, growth, and market share. It covers the formulation of business strategies and the role of strategic planning in achieving long-term goals.</p> <ul style="list-style-type: none"> Business Growth <p>This unit explores how businesses grow, both internally (organic growth) and externally (through mergers, acquisitions, and strategic alliances). It also covers the reasons behind business growth, the risks and challenges associated with it, and the impact on stakeholders.</p> <ul style="list-style-type: none"> Managing Change <p>This unit covers how businesses manage change, whether due to internal restructuring or external pressures. It includes the reasons for change, resistance to change, and strategies for successful change management.</p>	
					<u>Theme 4: Global Business</u> <ul style="list-style-type: none"> Globalisation <p>This unit explores the concept of globalization and its impact on businesses. It covers the drivers of globalisation, such as technology and trade</p>	

		Focuses on how businesses manage their resources effectively, including operations management, inventory control, supply chain management, and capacity utilization.		liberalisation, and the implications for businesses operating in a global market.
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13	<u>Theme 3: Business Decisions and Strategy</u> <ul style="list-style-type: none"> Decision-Making Techniques This unit focuses on the techniques businesses use to make informed decisions. It includes tools like decision trees, critical path analysis, and investment appraisal methods (payback period, net present value, and average rate of return). Influences on Business Decisions This unit examines internal and external factors that influence business decisions, including corporate culture, stakeholder pressure, and economic conditions. It also looks at how ethical considerations and social responsibility shape business practices. <u>Theme 4: Global Business</u> <ul style="list-style-type: none"> Global Markets This unit looks at how businesses expand into global markets. It covers market entry strategies, such as exporting, joint ventures, and direct investment, as well as the challenges of operating in different cultural and regulatory environments. Global Marketing This unit focuses on marketing in a global context. It includes the adaptation of marketing strategies to different cultural, legal, and economic environments, as well as the challenges of global branding and communication. 		<u>Theme 3: Business Decisions and Strategy</u> <ul style="list-style-type: none"> Assessing Competitiveness This unit focuses on how businesses measure and improve their competitiveness. It covers financial and non-financial performance indicators, as well as benchmarking, SWOT analysis, and Porter's Five Forces model. Pre-release Preparation In this unit we will look at the pre-release from the Exam board and research into the industry, and specific businesses within that industry we will also look back over specific topics related to the pre-release from the perspective of the given industry. <u>Theme 4: Global Business</u> <ul style="list-style-type: none"> Global Industries and Companies (MNC) This unit examines the role and influence of multinational corporations (MNCs) in the global economy. It covers the advantages and disadvantages of operating as an MNC, as well as the ethical and environmental issues associated with global operations. 		Revision	

