

## Business Studies Curriculum Overview - Academic Year 2025-2026

	Term 1 and Term 2	Term 3 and Term 4	Term 5 and Term 6
	<b>Theme 1 Starting a Business</b>		
<b>10</b> Mrs Akhtar 4 lessons	<b>.1 Enterprise and entrepreneurship</b> <ul style="list-style-type: none"> <li>The dynamic nature of business</li> <li>Risk and reward</li> <li>The role of business enterprise</li> </ul> <b>1.3 Putting a business idea into practice.</b> <ul style="list-style-type: none"> <li>Business aims and objectives.</li> <li>Business revenues, costs, and profits</li> </ul>	<b>1.3 Putting a business idea into practice.</b> <ul style="list-style-type: none"> <li>Cash and cash flow</li> <li>Sources of business finance</li> </ul> <b>1.4 Making a business effective.</b> <ul style="list-style-type: none"> <li>The options for start-up and small businesses</li> <li>Business location</li> <li>The marketing mix</li> <li>Business plans</li> </ul>	<b>1.5 External influences on business</b> <ul style="list-style-type: none"> <li>Business stakeholders</li> <li>Technology and business</li> <li>Legislation and business</li> <li>The economy and business</li> <li>External influences</li> </ul> <p>End of year examination  <b>IF TIME ALLOWS</b>  <b>2.1 Growing a Business</b>  Business growth  Changes in business objectives</p>
<b>10</b> Mrs Wise 1 lessons	<b>Exam Technique Skills Lessons</b> <b>1.2 Spotting a business opportunity</b> <ul style="list-style-type: none"> <li>Customer needs</li> <li>Market research</li> </ul>	<b>1.2 Spotting a business opportunity</b> <ul style="list-style-type: none"> <li>Market segmentation</li> <li>The competitive environment</li> </ul>	<b>Revision and examination questions</b>  <b>Review of exam paper performance – annotation.</b>

**NOTE:** The timings may vary due to the needs of individual students and classes, but it is envisaged that all classes will cover the curriculum above

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	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Theme 2 – Building a Business					
11 Mrs Wise 3 lessons	<b>Exam Technique Skills Lessons</b>  <b>2.1 Growing a Business</b> <ul style="list-style-type: none"><li>• Business and globalisation</li><li>• Ethics, the environment, and business</li><li>• Business and globalisation</li><li>• Ethics, the environment, and business</li></ul> <b>2.2 Making Marketing Decisions</b> <ul style="list-style-type: none"><li>• 4Ps</li><li>• Using the marketing mix to make decisions.</li></ul>	<b>2.3 Making Operational Decisions</b> <ul style="list-style-type: none"><li>• Business operations and production processes</li><li>• Managing stocks</li><li>• Managing quality</li><li>• The sales process</li></ul> <b>2.3 Making Operational Decisions</b> <ul style="list-style-type: none"><li>• Business operations and production processes</li><li>• Managing stocks</li></ul>			<b>2.3 Making Operational Decisions</b> <ul style="list-style-type: none"><li>• Managing quality</li><li>• The sales process</li></ul> <b>Revision and examination questions</b>	
	<b>11</b> Mrs Akhtar 2 lessons	<b>2.4 Making Marketing Decisions</b> <ul style="list-style-type: none"><li>• Average rate of return</li></ul> Gross profit, net profit <ul style="list-style-type: none"><li>• GPM and NPM</li></ul> Understanding business performance	<b>2.5 Making Human Resource Decisions</b> <ul style="list-style-type: none"><li>• Organisational structures</li></ul> Effective recruitment <ul style="list-style-type: none"><li>• Effective training and development</li></ul> Motivation			<b>Formulae and calculation focus (10 and 11)</b> <b>Revision and examination questions</b>

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	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<b>12</b> Mrs Wise 4 lessons	<b>Theme 1 Marketing and People/ Theme 2 Managing Business Activities</b>					
	<b>2.1 Raising finance (26 – 29)</b> <ul style="list-style-type: none"> <li>Internal Finance</li> <li>External Finance</li> <li>Liability</li> <li>Planning</li> </ul> <b>2.2 Financial Planning (33)</b> <ul style="list-style-type: none"> <li>Sales forecasting</li> <li>Sales, Revenue and costs</li> <li>Break even</li> <li>Budgets</li> </ul> <b>2.3 Managing Finance (34 – 35)</b> <ul style="list-style-type: none"> <li>Profit</li> </ul>		<b>2.3 Managing finance (35 – 36)</b> <ul style="list-style-type: none"> <li>Liquidity</li> <li>Business Failure</li> </ul> <b>2.4 Resource Management (37 – 40)</b> <ul style="list-style-type: none"> <li>Production, productivity and efficiency</li> <li>Capacity utilisation</li> <li>Stock Control</li> <li>Quality Management</li> <li>Quality</li> </ul>		<b>2.5 External Influences 41 – 43)</b> <ul style="list-style-type: none"> <li>Economic Influences</li> <li>Legislation</li> </ul> The Competitive Environment  Revision and Formulae/ Calculation practice  <b>End of year exam</b>	<b>3.1 Business objectives and strategy (46 – 47)</b> <ul style="list-style-type: none"> <li>Corporate Objectives</li> <li>Theories of corporate strategy</li> <li>SWOT analysis</li> <li>Impact of external influences</li> </ul>

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<p><b>12</b></p> <p>Mrs Akhtar 5 lessons</p>	<p><b>1.1 Meeting customer needs ((1 – 3)</b></p> <ul style="list-style-type: none"> <li>• The market</li> <li>• Market research</li> <li>• Market positioning</li> </ul> <p><b>1.2 The Market (4 – 8)</b></p> <ul style="list-style-type: none"> <li>• Demand</li> <li>• Supply</li> <li>• Market and Equilibrium</li> <li>• Price elasticity of demand</li> <li>• Income elasticity of demand</li> </ul> <p><b>1.3 Marketing mix and strategy (9 – 12)</b></p> <ul style="list-style-type: none"> <li>• Product and service design</li> <li>• Branding and promotion</li> <li>• Pricing strategy</li> <li>• Distribution</li> </ul>	<p><b>1.3 Marketing mix and strategy (13)</b></p> <ul style="list-style-type: none"> <li>• Marketing strategy</li> </ul> <p><b>1.4 Managing people (14 – 18)</b></p> <ul style="list-style-type: none"> <li>• Approaches to staffing.</li> <li>• Recruitment, selection and training</li> <li>• Organisation design</li> <li>• Motivation in theory and practice</li> <li>• Leadership</li> </ul> <p><b>1.5 Entrepreneurs and leaders (19 – 22)</b></p> <ul style="list-style-type: none"> <li>• Role of an entrepreneur</li> <li>• Entrepreneurial motives and characteristics</li> <li>• Business Objectives</li> <li>• Forms of business 1</li> </ul>	<p><b>1.5 Entrepreneurs and leaders (23 – 25)</b></p> <ul style="list-style-type: none"> <li>• Forms of Business 2</li> <li>• Business choice</li> <li>• Moving from entrepreneur to leader</li> </ul> <p><b>Revision and exam technique</b> <b>End of year exam</b></p>	<p><b>4.1 Globalisation (66 – 68)</b></p> <ul style="list-style-type: none"> <li>• Growing economies</li> <li>• International trade to increased globalisation.</li> <li>• Factors contributing to increased globalisation.</li> </ul>
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	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Theme 3 Business decisions and strategy/ Theme 4 Global business					
13 Mrs Wise 7 lessons	<b>3.1 Business objectives and strategy (46 – 47)</b> <ul style="list-style-type: none"><li>• Corporate Objectives</li><li>• Theories of corporate strategy</li><li>• SWOT analysis</li><li>• Impact of external influences</li></ul>		<b>3.6 Managing Change (63 – 65)</b> <ul style="list-style-type: none"><li>• Causes and effects of change.</li><li>• Key factors in change</li></ul> Scenario Planning		Revision Practice questions Timed activities Key terms Formulae tasks	
	<b>3.2 Business Growth (48 - 51)</b> <ul style="list-style-type: none"><li>• Growth</li><li>• Mergers and Takeovers</li><li>• Organic growth</li><li>• Reasons for staying small.</li></ul>		<b>3.5 Assessing competitiveness (60 -62)</b> <ul style="list-style-type: none"><li>• Interpretation of financial statements</li><li>• Ratio analysis</li><li>• Human resources</li></ul>			
	<b>3.3 Decision Making Techniques (52 – 55)</b> <ul style="list-style-type: none"><li>• Quantitative sales forecasting</li><li>• Investment appraisal</li><li>• Decision trees</li><li>• Critical path analysis</li></ul>		<b>4.3 Global Marketing (76 – 78)</b> <ul style="list-style-type: none"><li>• Marketing</li><li>• Niche markets</li><li>• Cultural/ social factors</li></ul> Pre-release case study			
	<b>3.4 Influences on business decisions (56 – 59)</b> <ul style="list-style-type: none"><li>• Corporate influences</li><li>• Corporate culture</li><li>• Shareholders versus stakeholders</li><li>• Business ethics</li></ul>		<b>4.3 Global Marketing (76 – 78)</b> <ul style="list-style-type: none"><li>• Marketing</li><li>• Niche markets</li><li>• Cultural/ social factors</li></ul>			
			<b>4.4 Global Industries and Companies (MNCs) 79 – 81</b> <ul style="list-style-type: none"><li>• The impact of MNC’s</li><li>• Ethics</li><li>• Controlling MNC’s</li></ul>			

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<b>13</b> Mrs Akhtar 2 lessons	<b>4.1 Globalisation (66 – 70)</b> <ul style="list-style-type: none"><li>• Growing economies</li><li>• International trade to increased globalisation.</li><li>• Factors contributing to increased globalisation.</li><li>• Protectionism</li><li>• Trading blocs</li></ul>	<b>4.2 Global markets and Business expansion (71 – 75)</b> <ul style="list-style-type: none"><li>• Conditions that prompt trade</li><li>• Assessment of a country as a market</li><li>• Assessments of a country as a production location</li><li>• Reasons for global mergers or joint ventures</li><li>• Global competitiveness</li></ul>	Revision Practice questions Timed activities Key terms Formulae tasks	
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