BUSINESS STUDIES

LEARNING JOURNEY YEARS 10 - 13

AMBITION
RESPECT
COURAGE

YEAR 10

Key Skills:
Analysing and evaluating case studies

Quantitative skills:
- Learning how to calculate revenue, costs, profit, break-even points, and average rates of return
- Applying business concepts to familiar and unfamiliar case studies to recommend solutions for business challenges

Business In the Real World:

Aims and Objectives
Business Ownership, Purpose and Nature of Business
Marketing:
Segmentation, Marketing Mix, Market Research
Finance:
Sources of Finance, Internal and External Finance, Financial Calculations, Cash Flow
Influences on Business:
Technology, Ethical and Environmental considerations, Economic Climate, Legalisation, Competitive Environment.

YEAR 11

Key Skills:
- Application of theoretical models, problem solving and decision making, written communication, evaluation argumentative and comprehensive business planning. Analysis and evaluation.
- Judging the success of business strategies, market research data, and external factors like the economy or new technology.
- Communication and terminology: Using accurate business vocabulary to explain how companies operate and compete in local and global markets

Operations:
Production process, Role of Procurement, Concept of Quality, Customer Service

HR:
Organisational Structure, Recruitment Process, Training, Motivating Employees

YEAR 12

Keys Skills:
Knowledge and Understanding:
- Recognising and defining key business terms, concepts, theories, methods, and models.
- Applying knowledge and theories to real-life business contexts, case studies, and contemporary market scenarios.

Analysis:
- Breaking down non-quantitative and quantitative data to interpret business performance, recognise trends, and explain the implications of corporate decisions

Evaluation:
- Weighing up different strategic options, assessing risk and feasibility, and forming justified business judgments or recommendations.

3.1 - What is Business? Managing marketing and finance

3.2 - Managing people and Operations
Essay structure and developing understanding

YEAR 13

Keys Skills:
Knowledge and Understanding:
- Recognising and defining key business terms, concepts, theories, methods, and models.
- Applying knowledge and theories to real-life business contexts, case studies, and contemporary market scenarios.

Analysis:
- Breaking down non-quantitative and quantitative data to interpret business performance, recognise trends, and explain the implications of corporate decisions

Evaluation:
- Weighing up different strategic options, assessing risk and feasibility, and forming justified business judgments or recommendations.

Strategic Decision-Making:
- Understanding how functional areas (marketing, finance, operations, and human resources) interact to drive a company's competitiveness

3.7 - Analysing strategic position of the business
3.8 - Choosing strategic direction
3.9 - Strategic methods - how to pursue strategies
3.10 - Managing change
Exam structure and developing essay writing skills