



BUSINESS STUDIES

Curriculum Intent Statement Department of Social Science Ballakermeen High School

Curriculum vision GCSE: The WJEC GCSE Business specification introduces learners to the business world, empowering them to develop as commercially minded and enterprising individuals. Learners will have the opportunity to develop a wide range of skills, enabling them to use business information critically, to develop arguments, to make justified decisions and to prepare them for further study and career pathways. The content is presented in six clear and distinct topic areas: Business activity, Influences on business, Business operations, Finance, Marketing, Human resources.

Curriculum vision A Level: In Year 12, the WJEC AS Business specification introduces learners to the dynamic business environment and the importance of entrepreneurial activity in creating business opportunities and sustaining business growth. Learners will have the opportunity to develop a wide range of essential skills required for higher education and employment. In Year 13, the syllabus enables students to understand and appreciate the nature and scope of business, and the role it plays in society. It encourages students to examine the process of decision-making in a dynamic and changing business environment and to develop critical understanding of business organisations. They learn about business and its environment, human resource management, marketing, operations management and finance and accounting. At Cambridge International A Level, students also learn how to develop a business strategy.

Our GCSE Business Studies curriculum will provide students with the opportunity to:

- Apply their knowledge and understanding to different business contexts, including businesses ranging from small enterprises to large multinationals and businesses operating in local, national, and global contexts. Learners are required to develop an understanding of how these contexts impact on business behaviour.
- Gain an understanding of the important role played by business organisations in the economy of Wales and the rest of the UK.
- Be familiar with current issues in business and develop an understanding of the dynamics of business activity and consider data which relates to the business environment.
- Investigate the real business world to develop an understanding of contemporary business opportunities and issues.

- Apply their knowledge and understanding of the subject content to business decision-making, including:
 - The interdependent nature of business activity, influences on business, business operations, finance, marketing, and human resources; and how these interdependencies underpin business decision-making, how different business contexts affect business decisions, the use and limitation of quantitative and qualitative data in making business decisions.
- Draw on their knowledge and understanding of the subject content to:
 - Use business terminology to identify and explain business activity, apply business concepts to familiar and unfamiliar contexts, develop problem solving and decision-making skills relevant to business, investigate, analyse, and evaluate business opportunities and issues, make justified decisions using both qualitative and quantitative data including its selection, interpretation, analysis and evaluation, and the application of appropriate quantitative skills.

Our AS Level Business Studies curriculum will provide students with the opportunity to:

- Investigate different types and sizes of organisations in various business sectors and environments, drawing on local, national, and global contexts, including data which relates to the Welsh business environment.
- Develop a holistic understanding of business and enterprise and be aware of the opportunities and threats of operating in a global marketplace.
- Be familiar with current issues in business and be able to investigate, analyse and evaluate contemporary business opportunities and problems in a wide range of contexts, whilst recognising how businesses adapt to operate in a dynamic business environment.
- Gain an understanding of the important role played by small businesses in the economy of Wales and the rest of the UK.
- Identify the opportunities that exist for entrepreneurs, as well as the importance of established business and not-for-profit organisations in providing goods and services.

Our A Level Business Studies will provide students with the opportunity to:

- Experience the diverse and dynamic world within which businesses exist, with a focus on how decisions are made.
- Understand how businesses operate within real contexts, analyse alternative courses of action, and develop the ability to make justified recommendations.

These transferable skills are essential for anybody working in a business environment and can facilitate further study within business related areas. Our approach in Cambridge International AS & A Level Business encourages learners to be: confident, using business concepts to solve problems and understand the needs of businesses and their stakeholders within given contexts responsible, understanding that businesses and their stakeholders have responsibilities to society and the environment reflective, evaluating business decisions that have been made to better inform decisions that still need to be made innovative, adapting the business skills of analysis and evaluation to dynamic scenarios in both familiar and unfamiliar contexts engaged, developing an interest in enterprise and facing challenges as future business leaders.

Curriculum Overview – Business Studies

	YEAR 10	YEAR 11	YEAR 12	YEAR 13
AUTUMN 1	<ol style="list-style-type: none"> 1. The nature of business activity 2. Providing goods and services 3. Business enterprise 	<ol style="list-style-type: none"> 1. Sources of finance 2. Revenue and costs 3. Profit and loss amount 4. Cash flow 5. Financial performance 	<ol style="list-style-type: none"> 1. Enterprise 2. Business plans 3. Markets 	<ol style="list-style-type: none"> 1. External influences on business activity 2. Business strategy
AUTUMN 2	<ol style="list-style-type: none"> 1. Business planning 2. Business aims and objectives 3. Business ownership 4. Business growth 5. Business location and site 6. Interdependent nature of businesses 	<ol style="list-style-type: none"> 1. Identifying and understanding customers 	<ol style="list-style-type: none"> 1. Market research 2. Business structure 3. Business location 4. Business finance 	<ol style="list-style-type: none"> 1. Organisational structure 2. Business communication 3. Leadership 4. Human resource management strategy
SPRING 1	<ol style="list-style-type: none"> 1. Technology 2. Technological influence on business activity 3. Ethical influence on business activity 4. Environmental influence on business activity 	<ol style="list-style-type: none"> 1. Market research 2. Marketing mix 3. 4 P's 4. Recruitment 5. Training 6. Motivation 7. Organisations structures 	<ol style="list-style-type: none"> 1. Business revenue and costs 2. Marketing 3. Finance 	<ol style="list-style-type: none"> 1. Marketing analysis 2. Marketing strategy 3. Location and scale 4. Quality management 5. Operations strategy
SPRING 2	<ol style="list-style-type: none"> 1. Economic influences on business activity 2. Impact of globalisation on businesses 3. Impact of legislation on businesses 	<ol style="list-style-type: none"> 1. Exam Prep 	<ol style="list-style-type: none"> 1. People in organisations (human resources) 2. Operations management 	<ol style="list-style-type: none"> 1. Financial statements 2. Analysis of published accounts 3. Investment appraisal 4. Finance strategy
SUMMER	<ol style="list-style-type: none"> 1. Production 2. Quality 3. Supply chain 4. Sales process 5. Sources of finance 			