



The Grey Coat Hospital

Key Stage Four Curriculum Plan - *Subject: Business Studies*

Year 10

Half Term (HT)	Topic Area / Focus
HT1	Course Introduction 1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity -1.2.1 Customer Needs 1.2.2 Market Research Key concept: Explain how entrepreneurs spot business opportunities by understanding customer needs and using market research to develop product or provide services.
HT2	1.2 Spotting a business opportunity 1.2.3 Market Segmentation 1.2.4 The competitive Environment Key focus: Explain how business gather information about customers, market gap and competitor and how they use this information to compete successfully in the market Practice 3 and 6marks questions
HT3	1.3 Putting a Business into idea practice 1.3.1 Business Aims and Objectives Key focus: Students will develop a business idea and learn how to plan for success by understanding finance, costs, profit and business plan.
HT4	1.3 Putting a Business into idea practice 1.3.2 Business Revenues, Costs and profits 1.3.3 Cash and Cash Flow 1.3.4 Sources of Business Finance 1.4 Making the business effective



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	1.4.1 The options for start-ups and small businesses 1.4.2 Business location Key focus: Learn how business makes decision using information gathered from calculating revenue, costs, profit and break-even Practice 6 and 9marks questions
HT5	1.4 Making the Business Effective 1.4.3 The marketing mix 1.4.4 Business plans Key focus: Students will explore how business improve efficiency, meet objectives and satisfy customers. Practice 9 and 12marks questions 1.5 Understanding external influences on Business Key focus: Students will learn how external factors such as technology, economy, legislation and environmental issue can affect business decisions and performance.
HT6	2.1 Growing the business Key focus: Students will learn about different methods of growth such as internal, mergers and takeover. Risks and benefits of expansion.
Year 11	
Half Term (HT)	Topic Area / Focus
HT1	2.2 Making marketing decisions Key focus: Learn how business understand customers and use marketing mix to attract the customers in competitive market 2.3 Making marketing decisions 2.3.1 Business Operations 2.3.2 Working with suppliers Key focus: Students will explore how business choose production methods and maintain quality standards to meet customers' needs



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	Practise 3 & 6mark question
HT2	2.3 Making operational decisions 2.3.3 Managing quality 2.3.4 The sales process Key focus: Learn how business manage stocks and supply chains effectively Operations case study assessment 2.4 Making financial decisions Key focus: Learn how businesses manage money by understanding costs, revenue, profit, cash flow and source of finance to make financial decisions Finance test with calculation Practise 6 & 9mark question
HT3	2.5 Making human resource decisions Key focus: Learn about how businesses manage staff, provide training and use motivation methods to increase productivity and success Practise 9 marks evaluation question
HT4	Recap Theme 1 and Theme 2 prepare for GCSE Business studies exam Formula practise and exam technique using PEEL structure Practise full paper 1 and paper 2 mocks
HT5	Continue to revise and prepare for GCSE GCSE Business studies exam