

Broadwater School GCSE Business Studies

Curriculum Intent

Our curriculum intent for Business Studies is to provide the best education provision to all students in order to inspire the business minds of our next generation.

Students will develop their knowledge and understanding of business concepts and theories, whilst viewing these from a local, national and international perspective. They will also develop their ability to think analytically, reaching logical conclusions based on contextual information alongside building employability skills and attributes for the future.

AQA – GCSE Business Studies (8132)

This course is suitable for all students taking either academic or vocational routes post 16.

Curriculum Related Expectations

Students will understand the interdependent nature of business operations, human resources, marketing and finance.

Students will be able to give examples of how business objectives would be split into functional plans with clear links throughout.

Students will be able to apply their theoretical knowledge to business examples; this will be demonstrated through an integrated analysis and evaluation of topics with sustained judgement based on the context.

Within each unit students will develop and understanding of:

1. Business in the Real World – the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.
2. Influences on Business – the importance of external influences on business and how businesses change in response to these influences.
3. Business Operations – what business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.
4. Human Resource – the purpose of human resources, its role within business and how it influences business activity.
5. Marketing – the purpose of marketing, its role within business and how it influences business activity.
6. Finance – the purpose of the finance function, its role within business and how it influences business activity.

Cross Curricular Links

English	reading, writing, diction, vocabulary, comprehension, scanning for information, oracy
History	historical development of organisations within the context of cultural and economic changes
Maths	use of data, formulas and financial calculations to analyse business success and make informed judgements
Careers	understanding the breadth and depth of opportunities for employment within organisations

Learning Outcomes

AQA – GCSE Business Studies (8132)

Year 9	Year 10	Year 11 and Beyond
<ul style="list-style-type: none"> • Understand business concepts, business terminology, business objectives and • Knowledge of the impact of business on individuals and wider society • Apply knowledge and understanding to contemporary business issues • Develop as enterprising individuals with the ability to think commercially and creatively • Draw on evidence to make informed business decisions • Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds • Investigate real business opportunities and issues to construct structured arguments • Raising awareness of contemporary business issues 	<ul style="list-style-type: none"> • Understand and be able to articulate the integrated nature of business activity • Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts • Demonstration of business acumen • Draw on evidence to make informed business decisions and solve business problems • Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds. • Use an enquiring, critical approach to make informed judgements • Investigate and analyse real business opportunities and issues to construct well-argued, balanced and structured arguments, demonstrating their understanding of business • Develop and apply quantitative skills relevant to business • Knowledge of contemporary business and how this influences decision making 	<ul style="list-style-type: none"> • Understand and be able to articulate the integrated nature of business activity and the impact of business on individuals and wider society • Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts • Demonstration of business acumen • Draw on evidence to make informed business decisions and solve business problems • Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds • Use an enquiring, critical approach to make informed judgements • Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business • Develop and apply quantitative skills relevant to business, including using and interpreting data • Understanding of a range of contemporary business issues, influence on decision making and impacts across a range of scales

Assessment Objectives:

AO1: Demonstrate knowledge and understanding of business concepts and issues.

AO2: Apply knowledge and understanding of business concepts and issues to a variety of contexts.

AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.

Knowledge Acquisition & Life-long Learning

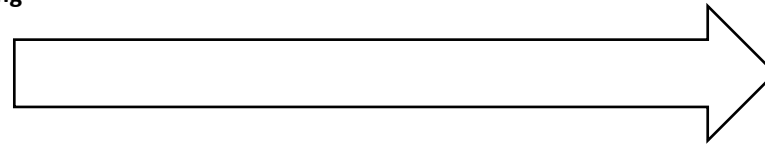
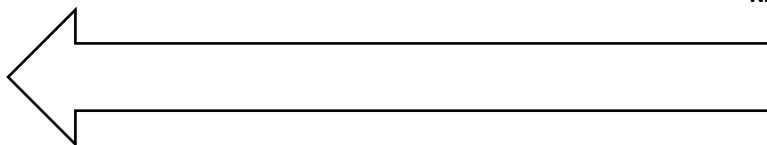
Avid Readers

School Principles:

Work Hard;

Be Kind;

Make a Difference



GCSE Business Studies Curriculum Map 2023-2023

Year 9 (2022-2023)

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Business in the real world			Human resources		
Purpose and nature of Business	Setting business aims and objectives	Business planning	Organisational structures	Motivating employees	Customer service skills
Enterprise Project (application of new knowledge to own 'enterprise')	Stakeholders	Expanding a business	Recruitment and selection	Training	Unit Assessment
Business Ownership	Business location	Unit Assessment			

Rationale

Unit 1 is covered first to provide the underlying base knowledge of business structures, entrepreneurial skills and influences. This is developed further with an IT Enterprise project in which the students are creating their own business and applying the theory learnt, this is built on lesson by lesson as they learn more in the first half term. This starts the process of application of theory to a real context which is critical to higher level achievement.

Unit 4 Human Resources is taught next as they have existing knowledge around this from personal life experience which can be built on and linked directly to the theory. Customer Service Skills is not a requirement within the course but is delivered on the basis that it builds confidence and it is an opportunity to practically support them in making informed judgements within a business context.

In assessment the focus of exam skills are the 1-6-mark answers and developing the student's skills in constructing arguments linked to the case study context.

Year 10

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Operations Management		Influences on Business		Marketing	
Production processes	Concept of quality	Technology Climate	Competitive environment	Identify and understand customers	Marketing mix
Role of procurement	Good customer service	Ethics and Environment	Unit Assessment	Segmentation	Unit Assessment
	Unit Assessment	Globalisation Legislation		Market research	

Unit 3 Operations Management is taught at the start of year 10 as it contains a breadth of theory which is frequently used within examination questions and provides early opportunities to review and develop skills in 9- and 12-mark questions.

Unit 2 Influences on Business is taught second this academic year as the ability of the student to assess the impacts of this can be linked back more directly to the other units and therefore starts to bring depth of understanding to the interdependent nature of business factors and how they are affected by external forces.

Unit 5 Marketing is taught as this builds on their existing knowledge and has established theory which is quick to grasp and apply to a business context – this helps to grow confidence in the build up to the final examination year.

In assessment the focus of exam skills is building on from the 1-6-mark answers secured in Year 9 to the 9- and 12-mark questions. This requires a structured and balanced argument utilising business principles in light of the case study context. Opportunities are taken to revise Unit 1, 3 and 4 alongside examination skill development in longer answers. The expectation being by the end of the year students are able to construct well-argued, well-evidenced, balanced and structured argument which demonstrate depth and breadth.

Year 11

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Finance		Final examination preparation			
Sources of Finance	Analysing financial performance				
Cash Flow					
Financial terms and calculations					

The final unit is taught in Year 11: Finance. Finance and the language of finance is taught throughout the course but the final required calculations and financial performance indicators are taught at the start of year 11 so that there is sufficient time to secure this knowledge and use of finance evidence in their answers.

Assessments throughout the final year are focused on securing improvement in the long answer questions using the taught strategies to build evidenced answers which are well justified and specific to the case study.

GCSE Business Studies Curriculum Map 2024 onwards

Year 10

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Business in the real world		Human resources	Operations Management		Influences on Business
Purpose and nature of Business	Business location Business planning	Recruitment and selection	Production processes	Good customer service	Ethics and Environment
Business Ownership Stakeholders	Expanding a business	Training	Role of procurement	Technology	Globalisation Legislation
Setting business aims and objectives	Organisational structures	Motivating employees	Concept of quality	Climate	Competitive environment

Year 11

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Marketing		Finance	Final examination preparation		
Identify and understand customers	Marketing mix	Financial terms and calculations			
Segmentation	Sources of Finance	Analysing financial performance			
Market research	Cash Flow				