

St Bede's Inter-Church School Business Studies Curriculum Map

	Autumn Term 1 (12 lessons)	Autumn Term 2 (14 lessons)	Spring Term 1 (12 lessons)	Spring Term 2 (12 lessons)	Summer Term 1 (10 lessons)	Summer Term 2 (14 lessons)
Y9	<ul style="list-style-type: none"> ❖ Introduction to business and marketing ❖ The role of Marketing ❖ Market Segmentation ❖ The Marketing Mix - Promotion 	<ul style="list-style-type: none"> ❖ The Marketing Mix <ul style="list-style-type: none"> ○ Place ○ Price ○ Product ❖ Customer Service 	<ul style="list-style-type: none"> ❖ Recruitment and Selection 	<ul style="list-style-type: none"> ❖ Motivation and Retention ❖ Leadership 3-4 ❖ Corporate Responsibility 	<ul style="list-style-type: none"> ❖ Production processes ❖ Quality of goods and services 	<ul style="list-style-type: none"> ❖ Business Enterprise and Entrepreneurship ❖ Packaging
Year 10	<ul style="list-style-type: none"> ❖ Business Environment PST ❖ Aims and Objectives ❖ Stakeholders ❖ Business Ownership 	<ul style="list-style-type: none"> ❖ Business Ownership ❖ Business Location ❖ Growth ❖ Business Planning 	<ul style="list-style-type: none"> ❖ The role of HR ❖ Organizational Structures ❖ Communication ❖ Different ways of working ❖ Recap on recruit and select ❖ Training and development 	<ul style="list-style-type: none"> ❖ Employment Law 2 ❖ Marketing project – Disney land 	<ul style="list-style-type: none"> ❖ Recap Production ❖ The sales process and CS ❖ Consumer Law ❖ Working with Suppliers 	<ul style="list-style-type: none"> ❖ Ethical and environmental considerations ❖ The Economic climate ❖
Year 11	<ul style="list-style-type: none"> ❖ Finance Function ❖ Sources of Finance ❖ Revenue, costs, profit and loss 	<ul style="list-style-type: none"> ❖ Break-even ❖ Cash flow 	<ul style="list-style-type: none"> ❖ Globalisation 	REVISION		