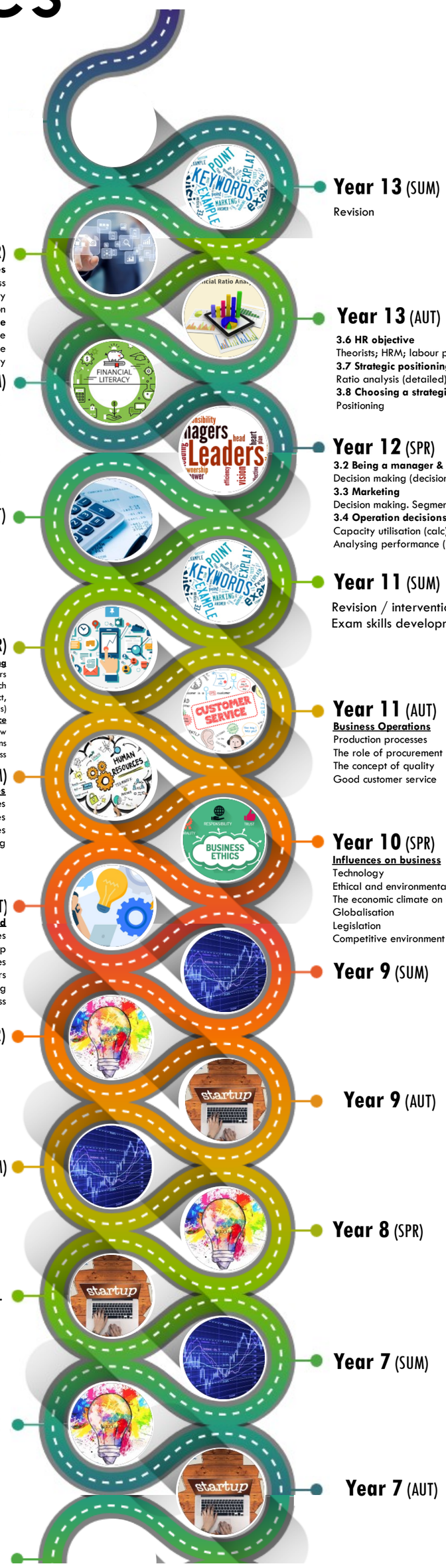
# CURRICULUM ROADMAP - Year 7 to Year 13

# Business Studies

BIRKENHEAD HIGH SCHOOL ACADEMY

GDST GIRLS' DAY SCHOOL TRUST




**Year 13** (SUM)

Revision

**Year 13** (SPR)

**3.9 How to pursue strategies**
Change of scale of business
Innovation. Digital technology
Internationalisation
**3.10 Strategic Change**
Managing change
Culture
Problems with strategy

**Year 13** (AUT)

**3.6 HR objective**
Theorists; HRM; labour performance; job design; worker motivation; unions
**3.7 Strategic positioning**
Ratio analysis (detailed); investment appraisal; ext environment; tech, comp, enterprise regulators; economic, social
**3.8 Choosing a strategic direction**
Positioning

**Year 12** (SUM)

**3.5 Finance**
Cashflow; break even; sources of finance; ratios GP + NP margin
Ways to improve financial performance
How to use financial data to make decisions
Venture capital loans: financial awareness; shares; factoring (debt)

**Year 12** (SPR)

**3.2 Being a manager & leader**
Decision making (decision trees). Stake holders
**3.3 Marketing**
Decision making. Segments
**3.4 Operation decisions**
Capacity utilisation (calc) Supply chains
Analysing performance (labour productivity calc, absence rates, turnover calcs)

**Year 12** (AUT)

Baseline numeracy assessment to assess maths skills
**3.1 What is business?**
Why businesses exist. Objectives
Profit - revenue / variable/fixed costs/total costs
Survival
Business forms & external environment
Market research & segmentation

**Year 11** (SUM)

Revision / intervention
Exam skills development

**Year 11** (SPR)

**Marketing**
Identifying and understanding customers
Segmentation. Purpose/methods of market research
The elements of the marketing mix: price, product, promotion & place (4Ps)
**Finance**
Sources of finance. Cash flow
Financial terms & calculations
Analysing the financial performance of a business

Embeds content for 6th form
Key terms/maths skills:
Break even
APR
Profit / loss
Cash flow
Ratio analysis
Socio-economic groups. Demographics

**Year 11** (AUT)

**Business Operations**
Production processes
The role of procurement
The concept of quality
Good customer service

ICT in business and the impact it has
Key terms:
Job and flow production
Capacity
Quality control and assurance
Customer service

**Year 10** (SUM)

**Human Resources**
Organisational structures
Recruitment and selection of employees
Motivating employees
Training

How do people have an influence on a business? Motivation theory
Key terms:
On and off the job training
Empowerment
Autocratic / democratic
Hierarchy
Subordinate

**Year 10** (SPR)

**Influences on business**
Technology
Ethical and environmental considerations
The economic climate on businesses
Globalisation
Legislation
Competitive environment

How does competition impact a business, building on previous topics
The wider world: EU / globalisation / economy - finance; interest; inflation
Key terms:
Sole traders, partnerships, Ltds and PLCs
Stakeholders
Overseas markets

**Year 10** (AUT)

**Business in the real world**
The purpose and nature of businesses
Business ownership
Setting business aims and objectives
Stakeholders
Business location and planning
Expanding a business

These are the building blocks of the course, establishing key terms to build on in future topics.
Introduce exam skills and key words:
explain
analyse
application
evaluation & judgement

**Year 9** (SUM)

**Year 9** (SPR)

**Year 9** (AUT)

**Year 8** (SUM)

**Year 8** (SPR)

**Year 8** (AUT).

**Year 7** (SUM)

**Year 7** (SPR)

**Year 7** (AUT)

KS3 study of:
**Enterprise**
**Stocks and shares**
**Setting up a business**

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