

Business Studies Overview – Year 10



Throughout the course of the academic year, year 10 students will undertake the following topics, objectives, skills and knowledge:

<p>Topic(s)</p>	<p>Theme 1 - Investigating a small business 1.1 Enterprise and entrepreneurship 1.2 Spotting a business opportunity 1.3 Putting a business idea into practice 1.4 Making a business effective 1.5 Understanding external influences</p>
<p>Topic Objectives</p>	<p>Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students will be introduced to local, national and international business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. International refers to businesses operating in more than one country.</p> <p>Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these interdependencies and relationships underpin business decisions.</p>
<p>Acquired Knowledge/Skills</p>	<p><u>Knowledge</u></p> <p>Topic 1.1 Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.</p> <p>Topic 1.2 Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p> <p>Topic 1.3 Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>Topic 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>

Topic 1.5 Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.

Skills
 Students will have the opportunity to explore and further develop the following skills:

- Independent learning
- Critical thinking
- Analysis and evaluation
- Discussion
- Teamwork
- Qualitative analysis – data interpretation
- financial literacy
- strategic thinking
- problem solving

Assessments

This course is assessed via terminal examination in the summer of Year 11. There are 2 examinations, each is 1 hour and 45 minutes. The examinations are each out of 90 marks. Each paper is divided into three sections.

- o Section A: 35 marks
- o Section B: 30 marks
- o Section C: 25 marks.

Each paper has a range of question types – Multi choice questions, short and long answer questions.

Sections B and C refer to a case study presented in the examination. Students are required to use this information in their responses.

In year 10 students will be assessed on content from theme 1.

Students will be periodically assessed on their knowledge throughout the course in the form of Knowledge recall starters, homework tasks, topic assessments, key word tests and exam style questions. At the end of year 10 students will complete a mock exam of Paper 1.

Citizenship

- **PSHE Development:**
 Theme 1 supports PSHE development by helping students understand the personal qualities and behaviours needed to succeed in enterprise, such as resilience, initiative and responsible decision-making. Through studying customer needs,

market research and the role of entrepreneurs, students learn about managing risk, evaluating opportunities and making informed financial choices—key aspects of economic wellbeing. The theme also encourages self-awareness as learners reflect on entrepreneurial motivations and the impact small businesses have on their local communities, promoting responsible citizenship and an understanding of how individuals contribute to society.

- **Careers Education:**

This course supports careers education by helping students understand how real businesses operate and the skills needed in modern workplaces. It develops key employability skills such as analysis, problem-solving, communication, financial literacy, and strategic thinking, all of which are highly valued across a wide range of career paths. The course also introduces enterprise and entrepreneurship, giving learners insight into self-employment and business start-up routes. Additionally, it prepares students for future progression into A-levels, university courses, apprenticeships, and entry-level roles in sectors such as marketing, finance, human resources, and operations. Through exploring ethical practice, globalisation, and business decision-making, students gain a realistic understanding of today's career landscape and the behaviours needed to succeed

- **Fundamental British Values:**

This course naturally promotes the Fundamental British Values through its focus on real-world decision-making and responsible participation in society. **Democracy** is explored as students evaluate how different stakeholders influence business decisions and how consumer choice shapes markets. **The rule of law** is reinforced through topics such as employment law, consumer rights, and the legal responsibilities businesses must follow. **Individual liberty** is supported as learners consider entrepreneurial freedom, innovation, and the ability of individuals to make choices within competitive markets. Finally, **mutual respect and tolerance** are developed through studying globalisation, business ethics, and the importance of understanding diverse customers, cultures, and workplaces. Together, these themes help students understand how British Values underpin fair, ethical, and inclusive business practice while preparing them to participate positively in modern society.

- **SMSC Development:**

Theme 1 promotes SMSC development by encouraging students to reflect on the purpose of small businesses, the motivations of entrepreneurs, and the values that guide their decisions. Learners explore moral issues such as ethical start-up practices, fair treatment of customers, and responsible sourcing, helping them consider the wider impact of business behaviour. Social development is supported through collaborative work and understanding how small businesses contribute to local communities. Cultural development is enhanced as students examine how different customer needs, cultural influences, and market segments shape business decisions in diverse environments.

Business Studies Overview – Year 11



Throughout the course of the academic year, year 11 students will undertake the following topics, objectives, skills and knowledge:

<p>Topic(s)</p>	<p>Theme 2 – Building a business 2.1 – Growing the business 2.2 – Making marketing decision 2.3 – Making operational decisions 2.4 – Making financial decisions 2.5 – Making human resource decisions</p>
<p>Topic Objectives</p>	<p>Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this.</p>
<p>Acquired Knowledge/Skills</p>	<p><u>Knowledge</u></p> <p>Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p> <p>Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p> <p>Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>

	<p>Topic 2.4 Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</p> <p>Topic 2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p> <p><u>Skills</u></p> <p>Students will further build on the skills developed in theme 1 with particular focus on:</p> <ul style="list-style-type: none"> • Analytical and evaluation skills • Quantitative and financial skills • Strategic decision-making skills • Application of knowledge to real business contexts – • Understanding business growth and global markets – • Marketing decision-making skills – • Operational management skills • Human resource understanding • Critical thinking and problem-solving
<p>Assessments</p>	<p>Students will continue to be assessed on their knowledge developed in year 10 alongside newly acquired information. Students will continue to be assessed through Knowledge recall starters, key words tests, topic assessments, homework tasks and exam style questions.</p> <p>Students will complete a range of mock examinations in year 11. Mock examinations will be for both themes.</p> <p>At the end of the year students will sit both examinations – Paper 1 (theme 1) and Paper 2 (theme 2)</p>
<p>Citizenship</p>	<ul style="list-style-type: none"> • PSHE Development: Theme 2 develops PSHE skills by strengthening students’ understanding of how larger businesses operate within society and how their decisions affect people, communities and the wider economy. Learners build financial capability through exploring revenue, costs, profit and global trade, helping them make informed choices about work and money. The theme also deepens career awareness by introducing concepts such as organisational structures, leadership styles and workforce management. Through examining ethical behaviour, globalisation and sustainability, students develop responsible attitudes, an appreciation of diverse cultures, and a clearer understanding of the skills needed to thrive in modern workplaces

- **Careers Education**

This course supports careers education by helping students understand how real businesses operate and the skills needed in modern workplaces. It develops key employability skills such as analysis, problem-solving, communication, financial literacy, and strategic thinking, all of which are highly valued across a wide range of career paths. The course also introduces enterprise and entrepreneurship, giving learners insight into self-employment and business start-up routes. Additionally, it prepares students for future progression into A-levels, university courses, apprenticeships, and entry-level roles in sectors such as marketing, finance, human resources, and operations. Through exploring ethical practice, globalisation, and business decision-making, students gain a realistic understanding of today's career landscape and the behaviours needed to succeed

- **Fundamental British Values**

This course naturally promotes the Fundamental British Values through its focus on real-world decision-making and responsible participation in society. **Democracy** is explored as students evaluate how different stakeholders influence business decisions and how consumer choice shapes markets. **The rule of law** is reinforced through topics such as employment law, consumer rights, and the legal responsibilities businesses must follow. **Individual liberty** is supported as learners consider entrepreneurial freedom, innovation, and the ability of individuals to make choices within competitive markets. Finally, **mutual respect and tolerance** are developed through studying globalisation, business ethics, and the importance of understanding diverse customers, cultures, and workplaces. Together, these themes help students understand how British Values underpin fair, ethical, and inclusive business practice while preparing them to participate positively in modern society.

- **SMSC Development**

Theme 2 supports SMSC development by encouraging students to reflect on how larger and growing businesses make strategic decisions that affect society on a wider scale. Moral understanding is strengthened as learners explore topics such as sustainability, global supply chains, and ethical behaviour in competitive markets. Social development is promoted through discussions about stakeholder relationships, organisational structures, and the role of businesses in providing employment and contributing to global communities. Cultural development grows as students study globalisation, international markets, and how cultural differences influence marketing, operations, and business expansion around the world.