



# Marshall's Park Academy - Curriculum Overview

Subject: Business Studies

Year Group: 11



Students apply their knowledge and understanding to different business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour. Students will apply their knowledge and understanding to business decision making including: the interdependent nature of business activity, influences on business, business operations, finance, marketing and human resources, and how these interdependencies underpin business decision making. How different business contexts affect business decisions.

TERM 1	TERM 2	TERM 3
KNOWLEDGE/SKILLS  3.4.1 Organisational structures 3.4.2 Recruitment and selection of employee 3.4.3 Motivating employees 3.4.4 Training 3.5.1 Identifying and understanding customers 3.5.2 Segmentation	KNOWLEDGE/SKILLS  3.5.3 The purpose and methods of market research 3.5.4 The elements of the marketing mix: price, product, promotion and 3.6.1 Sources of finance 3.6.2 Cash flow 3.6.3 Financial terms and calculations 3.6.4 Analysing the financial performance of a business	KNOWLEDGE/SKILLS  Revisions and exam preparation
HALF TERM 1 3.4.1- 3.4.4 test  HALF TERM 2 PPE	HALF TERM 1 3.5.1 – 3.5.4 Test  HALF TERM 2 PPE	HALF TERM 1 Past Papers & Revision  HALF TERM 2

**Extended reading suggestions and links to external resources:**

<https://www.bbc.com/bitesize/subjects/zpsvr82#>

<https://www.businessed.co.uk/>

<https://www.tutor2u.net/business>