

## Curriculum Overview – Business Studies (Year 13)

Sequencing of topics	What knowledge will students develop? (Including key terminology)	What skills will students develop? (Including literacy & numeracy)	Assessment opportunities	Homework opportunities	Personal development (Ursuline Values, Catholic Social Teaching, Cultural Capital, Cross-curricular, Careers)	Curriculum links
<b>Autumn Term 1</b>						
Customers and Communication Marketing and Market Research	The role of marketing in business. The constraints on marketing.	Refining and submitting coursework report. Specific marketing analysis skills such as market mapping and measuring the impact of marketing.	Short questions on covered content.	Completion of coursework. Marketing research activities.	Careers – Deep dive into the world of marketing and related careers.	Marketing and Communication topics have overlap and links.
<b>Autumn Term 2</b>						
Working in Business Marketing and Market research	How to carry out market research for business. Validating and presenting market research findings. Understanding business protocols. Factors that influence business meetings.	Application of theory to real world examples and unseen case studies. Presenting information and findings clearly and succinctly.	Exam questions. Market research tasks (scenario based)	Knowledge application activities. Skills practice.	Careers – discussion around the world of work, expectations, standards etc.	
<b>Spring Term 1</b>						
Working in Business Marketing and Market research	Business documents and their use. Prioritising business tasks. Communicating effectively with stakeholders.	Writing extended answers with evaluation and justification. Application of marketing knowledge to a given situation. Report writing.	Past exam papers. Portfolio report.	Practice questions. Researching real world applications of theory. Report writing.	Careers – entrepreneurship – many examples used for working in business are based around small businesses and entrepreneurs. Roles available in larger businesses are also explored.	
<b>Spring Term 2</b>						

Working in Business Marketing and Market research	Revision and completion of coursework.	Application of knowledge through completion of coursework. Revision for exam.	Past questions and portfolio report.	Past questions and revision. Coursework completion.		
<b>Summer Term 1</b>						
Working in Business Resit modules	Revision for final exams.	Revision for final exams.	Past questions and papers.	Past questions and papers.		
<b>Summer Term 2</b>						