

# Business Studies Curriculum Map Overview

Please note further information can be found in the Business curriculum sequencing document

## Key Stage 4

KS4 Year 10	Half term 1 Autumn 1	Half term 2 Autumn 2	Half term 3 Spring 1	Half term 4 Spring 2	Half term 5 Summer 1	Half term 6 Summer 2
Topic/content	<p>Students study a sequence of lessons focusing on market research and how to target a specific customer. Content includes:</p> <p>Market research Data Market segmentation Sampling methods Using research tools Review market research</p>	<p>In this half term students will focus on how to identify a customer profile and develop a product proposal. Content includes:</p> <p>Identify customer profile Design mix Review and finalise design</p>	<p>In half term 3 students will study a sequence of lessons with a focus on what makes a product financially viable and review whether a business proposal is financially viable. Content includes:</p> <p>Cost Revenue Profit and loss Break-even Cash Financial viability</p>	<p>Students study a sequence of lessons focusing on reviewing the likely success of the business proposal and will work on an extended writing piece to demonstrate understanding and application. Content includes:</p>	<p>Students will study a sequence of lessons focusing on creating a marketing mix to support a product and developing a brand identity to target a specific customer profile. They will also work on an extended writing piece. Content includes:</p> <p>Marketing mix Advertising medium Promotion Branding Opportunities and threats</p>	<p>Students continue to study a sequence of lessons focusing on creating a marketing mix to support a product and creating a promotional campaign for a brand and product. Content includes:</p> <p>PR Selling Product lifecycle Pricing strategies Promotional plan and materials</p>

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<b>KS4 Year 11</b>	<b>Half term 1 Autumn 1</b>	<b>Half term 2 Autumn 2</b>	<b>Half term 3 Spring 1</b>	<b>Half term 4 Spring 2</b>	<b>Half term 5 Summer 1</b>	<b>Half term 6 Summer 2</b>
Topic/content	<p><b>Students study a sequence of lessons focusing on planning and pitching a proposal and reviewing a brand proposal, promotional campaign, and profession pitch. Content includes:</b></p> <p>Planning a pitch and presenting skills Practice pitch Feedback Professional Pitch Review brand Pitch and skills</p>	<p><b>Students study a sequence of lessons focusing on characteristics, risk, and reward for enterprise. Content includes:</b></p> <p>Entrepreneurial characteristics Risk and reward</p> <p>What to consider when starting an enterprise</p>	<p><b>Students study a sequence of lessons focusing on factors to consider when starting up and running an enterprise and what makes a product financially viable. Content includes:</b></p> <p>Ownership Capital Support Cost Revenue Profit and loss Break-even Cash</p>	<p><b>Students study a sequence of lessons focusing on market research to target a specific customer and creating a marketing mix to support a product. Content includes:</b></p> <p>Market research Data Market Segmentation Marketing mix Advertising medium Promotion PR Selling Product lifecycle Pricing strategies</p>	Practice of application tasks and 'bringing it all together' activities	