

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	<u>R068- Topic Area 1</u> Students study a sequence of lessons focusing on market research and how to target a specific customer. Content includes: Market research Data Market segmentation Sampling methods Using research tools Review market research	<u>R068- Topic Area 2 & 3</u> Students will focus on how to identify a customer profile and develop a product proposal. Content includes: Identify customer profile Design mix Review and finalise design	<u>R068- Topic Area 4</u> Students will study a sequence of lessons with a focus on what makes a product and business proposal financially viable. Content includes: Cost Revenue Profit and loss Break-even Cash Financial viability	<u>R068- Topic Area 5</u> 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: Risks and challenges when launching a new product Competitors External factors	<u>R069- Topic Area 1</u> 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: Marketing mix Advertising medium Promotion Branding Opportunities and threats	<u>R069- Topic Area 2</u> 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: PR Selling Product lifecycle Pricing strategies Promotional plan and materials

KS4 Year 11	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><u>R069- Topic Area 3 & 4</u></p> <p>Students study a sequence of lessons focusing on planning and pitching a proposal and reviewing a brand proposal, promotional campaign, and profession pitch.</p> <p>Content includes:</p> <p>Planning a pitch and presenting skills Practice pitch Feedback Professional Pitch Review brand Pitch and skills</p>	<p><u>R067- Topic Area 1 & 2</u></p> <p>Students study a sequence of lessons focusing on characteristics, risk, and reward for enterprise. students also study a sequence of lessons around market research for specific customers, segmentation and types of data.</p> <p>Content includes:</p> <p>Entrepreneurial characteristics Risk and reward Methods of research Market segmentation</p> <p>What to consider when starting an enterprise</p>	<p><u>R067- Topic Area 3 & 4</u></p> <p>Students explore what makes a product financially viable. Students also study a sequence of lessons focusing on market research to target a specific customer and creating a marketing mix to support a product.</p> <p>Content includes:</p> <p>Capital Support Cost Revenue Profit and loss Break-even Cash Market research Data Market Segmentation Marketing mix Advertising medium Promotion PR Selling Product lifecycle Pricing strategies</p>	<p>R067- Topic Area 5</p> <p>Students study a sequence of lessons around appropriate forms of ownership and sources of capital. They examine support for enterprises when setting up.</p> <p>Content includes:</p> <p>Ownership Capital Sources of finance Sources of support</p>	Practice of application tasks and 'bringing it all together' activities	

