

## Business Studies – KS 4 and 5 Overview

Year	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Y10</b>	Entrepreneurs Business Ownership Market Segmentation Location Marketing Mix	Market Research Sources of finance Revenue and costs	Cash Flow Forecasts Break Even Business Plans	Consumer law Employment law The economy (unemployment/interest and exchange rates)	How a business grows Global businesses	Business Promotion investigation
<b>Y11</b>	Business Growth recap Marketing Mix recap Procurement JIT Sales process Production and quality	Motivation of workers Recruitment of staff How a business trains its staff Organisation Structures	Gross/net profit and ARR Internal and external business growth Changes in aims and objectives	Theme 1 & 2 Review	Theme 1 & 2 Review	Exam Prep
<b>Y12</b>	<b>Theme 1</b> Dynamic/Niche/Mass markets Market Research Supply and Demand  <b>Theme 2</b> Sources of finance Cash Flow	<b>Theme 1</b> PED/YED Branding and Promotion Distribution  <b>Theme 2</b> Sales Forecasting Break Even Budgets	<b>Theme 1</b> Recruitment Motivation Theories Leadership Styles  <b>Theme 2</b> Profit Liquidity	<b>Theme 1</b> Business Objectives Opportunity Cost Trade offs  <b>Theme 2</b> Capacity Utilisation Stock Control	<b>Theme 1</b> Business Ownership Linking areas of business  <b>Theme 2</b> Economic influences Legislation	<b>Theme 1</b> Measurements of economic performance  <b>Theme 2</b> Competitive environment
<b>Y13</b>	<b>Theme 3</b> <b>Corporate objectives and business strategies</b>  <b>Theme 4</b> Specialisation of economies International trade	<b>Theme 3</b> <b>Business growth</b>  <b>Theme 4</b> Assessment of a country as market Assessment of a country as a production location	<b>Theme 3</b> Quantitative sales forecasting Investment appraisal  <b>Theme 4</b> Global marketing Niche markets Cultural factors	Exam Prep	Examinations	Examinations