



St Dunstan's School
GLASTONBURY



**Business Studies Curriculum Booklet
2024-25**

Subject Lead: Mr Waugh

Business Studies Curriculum Intent:

“Successful entrepreneurs know that the best way to predict the future is to create it”

Peter Drucker

Business has an impact on all our lives and shapes us as citizens. How we live our everyday lives is determined by business and affects our standard of living, our health, our happiness and ultimately the local communities in which we live. The connection that business has with the futures of young people is very important and at some point in their lives, our diverse cohort of students will need to have the confidence, capability and aspiration to be able to develop economically as self-sufficient individuals. To be able to live ‘choice filled lives’ in a dynamic and rapidly advancing global economy.

The Business curriculum at St Dunstan’s aims to provide all learners with a deep and powerful knowledge base of the world of business, which includes key concepts such as Enterprise, Finance, Marketing, Human Resources, Business Ownership and Growth. The study of Business should also develop our students beyond the school with specialist knowledge to equip them with the life skills that they will need to ensure access to future opportunities within a work environment.

Through our carefully planned curriculum, our students are exposed to opportunities to develop a wider understanding of a wide range of business concepts, to develop their ability to think critically, technically and creatively to demonstrate a strong and secure business acumen.

Students should be equipped with a broader understanding of the technical, ethical and economic challenges that businesses face, in order to ensure that they have the knowledge, and confidence to adapt to the rapidly changing business environment.

The St Dunstan’s Business Studies curriculum intends to instil the St Dunstan’s core values of Truth; Resilience; Ambition; Community and Kindness (TRACK) as follows:

- **Truth:** The curriculum intent is to give students the *key principles of successful businesses* needed for them to make informed decisions in their future lives as they enter the workforce.
- **Resilience:** The curriculum intent is to develop students’ *perseverance* and an attitude to keep trying through removing barriers to success.
- **Ambition:** The curriculum intent is to ensure that all learners are studying a *challenging curriculum*. Students are supported to engage in their learning beyond the classroom and maintain high **ambitions for all**.
- **Community:** The curriculum intent is to develop in students an awareness of the cultural, historical and political impacts of business developments. There is particular emphasis on students gaining a deeper understanding of contemporary world issues and how they impact businesses.
- **Kindness:** The intent for our implementation of the curriculum is to be delivered with pace, challenge and kindness. Students should be rewarded for their positive contributions in lessons. A **positive learning environment** flourishes in the classroom.

Business Studies Curriculum Implementation:

NCFE Business and Enterprise

We are delighted to inform you that the Business Studies Qualification at Key Stage 4 will be following the NCFE specification. The course is equivalent to a GCSE and is recognised by institutes of further education. The course comprises a mix of an assessed controlled assessment as well as an examination. The course is designed to be accessible for students as well as academically rigorous. It is designed for learners who want an introduction to business and enterprise that includes a vocational and project-based element. The qualification will appeal to learners who wish to pursue a career in the business and enterprise sector or progress onto further study. The qualification will support learners to develop the skills needed for the workplace and allow them to develop understanding of each of the key functional areas within a business.

The course is split into the following two components:

Unit 1: An introduction to business and enterprise (Externally assessed examination- 40% of qualification)

Unit 2: Understanding resources for business and enterprise planning (Internally assessed controlled assessment- 60% of qualification)

This qualification shows learners how to:

Understand entrepreneurial characteristics and business aims and objectives

Understand legal structures, organisational structures, and the importance of stakeholder engagement

Understand the marketing mix, market research, market types and orientation types

Understand operations management

Understand internal and external influences on business

Understand research, resource planning and growth for business

Understand human resource requirements for a business start-up

Understand sources of enterprise funding and business finance

Understand business and enterprise planning

Allocated Curriculum Time:

Year Group	Year 10 and 11
Fortnightly lesson allocation in hours	5 lessons

Curriculum Plan: Year 10 Business Studies

Term	Curriculum Foci Areas	Assessment
1	<p>Content Area 1: Entrepreneurship, business organisation and stakeholders</p> <ul style="list-style-type: none"> ● Entrepreneurship - being an entrepreneur; Entrepreneurial motivators; Entrepreneurial skills and attributes ● Business and enterprise aims and objectives - Financial and Non-Financial aims and objectives ● Structures - Legal Structures; The impact on business and enterprise of different structural characteristics ● Stakeholders - Internal and external stakeholders; stakeholder engagement; stakeholder conflict 	<p>Assessment 1</p> <p>End of Topic Assessment</p>
2	<p>Content Area 2: Market research, market types and orientation and marketing mix</p> <ul style="list-style-type: none"> ● Aspect of the market ● Market Research - Primary and Secondary Research; Data types; Market Types ● Marketing Mix - Price; Place; Promotion; Product; Product Life Cycle 	<p>Assessment 2</p> <p>End of Topic Assessment</p>
3	<p>Content Area 3: Human resource requirements for business and enterprise</p> <ul style="list-style-type: none"> ● Human Resources - Methods of recruitment; Stages of recruitment; types of employment contracts ● Staff Development and monitoring ● Motivation - Financial methods; Non-financial methods; Motivation theories 	<p>Assessment 3</p> <p>End of Topic Assessment</p>
4	<p>Content Area 4: Operations Management</p> <ul style="list-style-type: none"> ● Outsourcing ● Lean production ● Maintaining quality ● Production methods ● Customer service 	<p>Assessment 4</p> <p>End of Topic Assessment</p>
5	<p>Content Area 5: Business Growth</p> <ul style="list-style-type: none"> ● Internal growth ● External growth ● Challenges of growth <p>Content Area 6: Sources of Funding and Business Finance</p> <ul style="list-style-type: none"> ● Funding types ● Financial terms ● Financial calculations ● Cash Flow Management 	<p>Assessment 5</p> <p>End of Topic Assessment</p>
6	<p>Content Area 7: The impact of the external environment on business and enterprise</p> <ul style="list-style-type: none"> ● The impact of the external environment <p>Mock Exam Revision</p>	<p>Mock Exam</p>

Curriculum Plan: Year 11 Business Studies

Term	Curriculum Foci Areas	Assessment
1	Content Area 8: Business and Enterprise Planning <ul style="list-style-type: none"> Purpose and benefits of planning Sections of a business plan Non-Examined Assessment - Assignment Brief	Assessment 1 End of Topic Assessment
2	Non-Examined Assessment - Task 1 and 2	NEA - Task 1 and 2 Marks
3	Non-Examined Assessment - Tasks 3 and 4	NEA - Task 3 and 4 Marks
4	Non-Examined Assessment - Task 4 and Final Submission Exam Revision	Mock Exam
5	Exam Revision	Exam Practice

Business Studies Final Assessment Structure: NCFE Level 1/2 Technical Award in Business and Enterprise (603/7004/X)

Component	Weighting	Content	Proposed Date of Examination/Submission
Non-Exam Assessment	60%	Content Areas 1-8	NEA assessment deadline: April Year 11
Examined Assessment	40%	Content Areas 1-8	Written Exam: June of Year 11

Please see exam board websites for up to date information: