

## Business Studies Key Stage 4 Curriculum Overview

Year 1 Units of Work	1 Business Activity	2 Marketing	3 People	
	✓ The role of business and enterprise ✓ Business planning ✓ Business ownership ✓ Business aims & objectives ✓ Stakeholders in business ✓ Business growth	✓ Role of marketing ✓ Market research ✓ Market segmentation ✓ Marketing mix	✓ Human resources ✓ Organisational structures and different ways of working ✓ Communication in business ✓ Recruitment and selection ✓ Motivation and retention ✓ Training and development ✓ Employment law	
Year 2 Units of work	4 Operations	5 Finance	6 Influences on Business	7 Interdependent Nature of Business
	✓ Production processes ✓ Quality of goods and services ✓ Sales process and customer service ✓ Consumer law ✓ Business location ✓ Working with suppliers	✓ Role of finance function ✓ Sources of finance ✓ Revenue costs, profit and loss ✓ Break even ✓ Cash and cash flow	✓ Ethical and environmental considerations ✓ The economic climate ✓ Globalisation	

**Achievement · Respect · Community**