



Eastbrook School

KS 4 Curriculum Summary – Business Studies

The information below gives an overview of the topics that your child will be studying in Business during years 9, 10 and 11. It also outlines how you can support your child to enrich and extend their learning outside of school.

Year 9		
Autumn term	Spring term	Summer term
Topics and themes	Topics and themes	Topics and themes
What is Business? Marketing Mix Market research methods Students will create a presentation for a brand they have created and analyse their performance Personal finance and Cash flow	Production Quality control Stock control and ethics Students will make products using various production techniques the assess quality. Fast fashion and ethics	The economy Looking at Boom, recession and economic impacts on consumers and business. Begin Market Segmentation ready to begin coursework
Useful websites	Useful websites	Useful websites
BBC website for business news	Primark National careers service BBC Newsbeat	BBC news Economy section BBC Bitesize
Other ways to support learning	Other ways to support learning	Other ways to support learning
Observe adverts Talk about how families budget	When shopping think about the lighting and layout of stores	Reading national newspapers

Year 10		
Autumn term	Spring term	Summer term
Topics and themes	Topics and themes	Topics and themes
Market Segmentation Market research Students will learn these topics and apply to their coursework project	Product design Adapting design Market research 2 Students will create the design for their product and assess its viability	Costs, Break even Business Risk Students will assess the financial viability of their products
Useful websites	Useful websites	Useful websites
High street retailers	BBC bitesize	BBC bitesize
Other ways to support learning	Other ways to support learning	Other ways to support learning
Think about who are products aimed at	Watching the Apprentice And Dragons Den	Watching the Apprentice And Dragons Den

Year 11		
Autumn term	Spring term	Summer term
Topics and themes	Topics and themes	Topics and themes
Business plan Sources of finance	Branding and Making a pitch	Branding and making a pitch
Useful websites	Useful websites	Useful websites
BBC Bitesize BBC News	BBC Bitesize BBC News	BBC Bitesize BBC News
Other ways to support learning	Other ways to support learning	Other ways to support learning
Watching Dragons Den Thinking about planning events	Watching Dragons Den	Practice pitch to family members



KS 5 Curriculum Summary – Business Studies

The information below gives an overview of the topics that your child will be studying in Business during years 12 and 13. It also outlines how you can support your child to enrich and extend their learning outside of school.

Year 12		
Autumn term	Spring term	Summer term
Topics and themes	Topics and themes	Topics and themes
Personal Finance Choosing products dependent on life stage Ownership and Organisational Structure How businesses are organised and managed	Business Finance Cash flow, sources of finance External Influences Economic factors	Business Finance Statement of financial position and business performance Innovation – presentation about impact of innovation on enterprise
Useful websites	Useful websites	Useful websites
All Business websites relevant to coursework chosen businesses BBC Btec website	All Business websites relevant to coursework chosen businesses BBC Btec website	Will depend on the products chosen e.g. Apple, Google, Tesla etc. Btec website
Other ways to support learning	Other ways to support learning	Other ways to support learning
Units 1 and 3 in Text book	Units 1 and 3 in Text book Reading National newspapers	Units 1 and 3 in Text book Links in shared area

Year 13		
Autumn term	Spring term	Summer term
Topics and themes	Topics and themes	Topics and themes
Marketing Branding and Market research Recruitment and Selection How organisations recruit and select	Marketing Marketing Mix and buyer behaviour Recruitment and Selection Complete a portfolio of resources to help apply for a job	Marketing Matching marketing plans to business needs
Useful websites	Useful websites	Useful websites
Barclays life skills Chartered Institute of Marketing	Barclays National Careers service	Campaign Saatchi
Other ways to support learning	Other ways to support learning	Other ways to support learning
Reading national newspapers	Unit 8 in text book	Unit 2 in textbook