



*“A business has to be involving, it has to be fun, and it has to exercise your creative instincts.”*

**Richard Branson**

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There are currently approximately 5.6 million private sector businesses in the UK. This includes a wide range of types of organisations from individual plumbers, through technology start-ups to the large multinational companies whose brands are household names. These businesses have a huge impact on our lives, whether it is because we are employees, or customers or through their impact on the UK's economy. Business studies examines the way these businesses operate including how new businesses are set up, how they deal with finance, marketing and their workers and how they are affected by factors outside their control such as the economy and competition.

Why study business?

To be relevantly connected. To be part of the global generation. Whether you are planning to enter fashion or finance, or something in-between business studies can open a world of possibilities for you - to set yourself up for any future imaginable.



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<b>Topic 1.1</b> The dynamic nature of business Risk and reward The role of business enterprise	<b>Topic 1.2</b> Customer needs Market research Market segmentation The competitive environment	<b>Topic 1.3</b> Business aims and objectives Revenue, costs and profit Cash and cash flow Sources of business finance	<b>Topic 1.4</b> The options for start-up and small business Business location The marketing mix Business plans	<b>Topic 1.5</b> Stakeholders Technology and business Legislation and business Business and the economy	<b>Revision</b> <b>End of year exam</b>  <b>Topic 2.1 Growing the business</b> Business growth
Year 11	<b>Topic 2.1</b> Changes in business aims Globalisation <b>Topic 2.4</b> Business calculations Understanding business performance	<b>Topic 2.2 Making marketing decisions</b> Product Price Promotion Place Using the marketing mix to make business decisions	<b>Topic 2.3 Making operational decisions</b> Business operations Working with suppliers Managing quality The sales process	<b>Topic 2.5 Making human resource decisions</b> Organisational structures Effective recruitment Effective training and development Motivation	Exam preparation	

GCSE exam board: Edexcel



# Farmor's School Business Studies



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
<b>Year 12</b>	Business opportunities: Enterprise Markets Market research Business structure	Business functions: Marketing <ul style="list-style-type: none"><li>• Product</li><li>• Price</li><li>• Promotion</li><li>• Place</li></ul>	Business functions: Finance <ul style="list-style-type: none"><li>• Budgeting</li><li>• Cash flow</li><li>• Income statements</li><li>Human resources<ul style="list-style-type: none"><li>-Flexible working</li></ul></li><li>• Recruitment</li></ul>	Business functions: Human resources <ul style="list-style-type: none"><li>• Training</li><li>• Motivation</li><li>• Leadership</li><li>• Employee relations</li></ul>	Operations management <ul style="list-style-type: none"><li>• Production</li><li>• Stock</li><li>• Lean</li><li>• Purchasing</li><li>• R&amp;D</li></ul>	Exam preparation End of year exam  Data analysis Sales forecasting
<b>Year 13</b>	Assessing financial and non-financial performance Investment appraisal Special orders  Market analysis Sales forecasting	Political, economic, social, technological factors (PEST)  Aims and objectives Strategy	Organic and inorganic growth  Franchising Rationalisation, relocation and outsourcing Decision making Critical path analysis	International trade and trading blocs Globalisation  Cost/benefit analysis Managing change	The European Union  Risk management	

A level exam board: Eduqas