

Business Studies

Business Studies is not taught prior to Key Stage 4. Students may opt to study this from Year 9 as one of their option subjects, where we deliver the OCR Cambridge National in Marketing and Enterprise. In the 6th form we deliver the AQA A-level specification.



[Further details and the full course specification for Cambridge National in Marketing and Enterprise are available on the OCR website here.](#)

[Further details and the full course specification for A Level Business Studies are available on the AQA website here.](#)

	Year 9	Year 10	Year 11	Year 12	Year 13
Autumn 1	Characteristics of successful entrepreneurs Rewards for Risk Taking Primary and secondary market research methods Types of data Market segmentation Sampling methods Fixed, Variable and Total Costs	NEA Project for R068 – live assessment	R065 Pricing Strategies Advertising methods Sales Promotion Techniques Customer Service Product Life Cycle Design Mix External Factors Business Ownership	3.1.1 Understanding the nature and purpose of business 3.1.2 Understand different business forms 3.2.1 Understanding management, leadership and decision making 3.2.2 Understanding management decision making 3.2.3 Understanding the role and importance of stakeholders	3.7.1 Mission, corporate objectives and strategy 3.7.2 Analysing the existing internal position of a business to assess strengths and weaknesses: financial ratio analysis 3.7.3 Analysing the existing internal position of a business to assess strengths and weaknesses: overall performance

	Year 9	Year 10	Year 11	Year 12	Year 13
Autumn 2	Revenue from sales Profit and loss Break even and calculating using formula Importance of cash The marketing mix elements Types of advertising medium Sales promotion techniques Public relations How to sell the good/service Product life cycle	NEA Project for R068 – live assessment	Functional Areas Costs, revenue, profit and break even Segmentation methods Market Research Customer Profiles PPE3 and exam practice to prepare for January exam.	3.1.3 Understanding that businesses operate within an external environment 3.3.1 Setting marketing objectives 3.3.2 Understanding markets and customers 3.4.1 Setting operational objectives 3.4.2 Analysing operational performance 3.4.3 Making operational decisions to improve performance: increasing efficiency and productivity 3.4.4 Improving quality	3.7.4 Analysing the external environment: political and legal change 3.7.5 Analysing the external environment: economic change 3.7.6 Analysing the external environment: social and technological 3.7.7 Analysing the external environment: the competitive environment 3.7.8 Analysing strategic options: investment appraisal

Sources of capital

<p>Spring 1</p>	<p>Pricing factors Pricing Strategies Promotional campaigns Sole Traders Partnerships and LLPs Franchises Support for Enterprise</p>	<p>NEA Project R069 Live assessment</p>	<p>Sit external exam R064 Completion of final coursework project R066 Final pitching of product ideas</p>	<p>3.3.2 Understanding markets and customers 3.3.3 Making marketing decisions: segmentation, targeting, positioning 3.3.4 Making marketing decisions: using the marketing mix 3.4.4 Improving quality 3.4.5 Managing inventory and supply chains</p>	<p>3.9.1 Assessing a change in scale 3.9.2 Assessing Innovation 3.9.3 Assessing internationalisation 3.8.1 Choosing which markets to compete in and what products to offer 3.8.2 Choosing how to compete</p>
<p>Spring 2</p>	<p>Practice NEA Project R068</p>	<p>NEA Project R069 Live assessment</p>	<p>Review pitching skills Review business proposal Final coursework completion for May submission Preparation for exam resit if needed</p>	<p>3.3.4 Making marketing decisions: using the marketing mix 3.5.1 Setting financial objectives 3.6.1 Setting human resource objectives 3.6.2 Analysing human resource performance 3.6.3 Making HR decisions: improving organisational design and managing the HR flow</p>	<p>3.9.2 Assessing Innovation 3.9.3 Assessing internationalisation 3.9.3 Assessing internationalisation 3.9.4 Assessing greater use of digital technology 3.10.1 Managing Change 3.10.2 Managing organisational culture 3.10.3 Managing strategic implementation</p>

Summer 1	Practice NEA Project R068	NEA Project R069 Live assessment	Final coursework completion for May submission Preparation for exam resit if needed	3.5.2 Analysing financial performance 3.5.3 Making financial decisions: sources of finance 3.5.4 Making financial decisions: improving cash flow and profits	3.10.4 Problems with strategy and why strategies fail Revision and exam preparation
Summer 2	Practice NEA Project R068	NEA Project R069 Live assessment		3.6.3 Making HR decisions: improving organisational design and managing the HR flow 3.6.4 Making HR decisions: improving motivation and engagement 3.6.5 Making HR decisions: improving employer-employee relations	