STEWARDS ACADEMY

Five-Year Subject Map – Business Studies

Curriculum intent: Pupils build business knowledge progressively, from exploring branding and customer needs in KS3 to studying the core concepts of enterprise, marketing, finance, human resources and operations at KS4. Practical projects develop commercial awareness, creativity and decision-making, while structured exam practice helps pupils apply knowledge confidently to business contexts.

Unit	Year 7	Year 8	Year 9	Year 10	Year 11
Autumn 1				**Theme 1: Investigating Small Business** **1.1 Enterprise and Entrepreneurship. 1.1.1 The dynamic nature of business** – Why new business ideas emerge, how technology and changes in customer needs create opportunities, and the importance of entrepreneurs. **1.1.2 Risk and reward** – The risks and rewards of starting and running a business, including financial risks, profit and personal satisfaction. **1.1.3 The role of business enterprise** – The purpose of business activity, entrepreneurs and the contribution of businesses to the economy. **Apply concepts to business examples and exam-style questions.**	**Theme 2: Building a Business** **2.1: Growing the business** **2.1.1 Business growth – Methods of business growth, including organic growth and external growth through mergers and takeovers. Advantages and disadvantages of business growth. 2.1.2 Changes in business aims and objectives – How and why business aims and objectives change as a business grows, including survival, profit, market share and expansion. 2.1.3 Business and globalisation – Globalisation, international trade, exchange rates, imports and exports, and the opportunities and threats globalisation creates for businesses. 2.1.4 Ethics, the environment and business – Ethical considerations, environmental issues, sustainability, pressure groups and how business decisions affect stakeholders.** **2.2 Making Marketing Decisions** **2.2.1 Product – Product design, product differentiation, the product life cycle and extension strategies. How businesses develop products to meet customer needs. 2.2.2 Price – Pricing strategies, including competitive pricing, penetration pricing, price skimming, promotional pricing and cost-plus pricing. Factors influencing pricing decisions. 2.2.3 Promotion – Promotional methods, including advertising, sales promotions, sponsorship, social media and digital marketing. How promotion attracts customers and increases sales.2.2.4 Place – Distribution channels, including selling directly**

					to customers, retailers, wholesalers and online sales. How businesses make products available to customers. 2.2.5 Using the marketing mix to make business decisions – How businesses combine product, price, promotion and place to meet customer needs, compete effectively and achieve their objectives. Apply concepts to business examples and exam-style questions.
Autumn 2		**Logo Design and Branding** Pupils explore how businesses use logos, brand identity and visual communication to appeal to a target audience. **Branding for an Audience** Pupils develop a logo and explain how design choices communicate a business's identity to its intended audience.		**1.2 Spotting a Business Opportunity** 1.2.1 Customer needs – Identifying and understanding customer needs, including price, quality, choice and convenience. 1.2.2 Market research – Primary and secondary research, qualitative and quantitative data, and the benefits and limitations of different research methods. 1.2.3 Market segmentation – Dividing a market into groups based on factors such as age, income, location and lifestyle. 1.2.4 The competitive environment – Understanding competitors, competitive advantage and how businesses respond to competition. Apply concepts to business examples and exam-style questions.	**2.3 Making operational decisions** 2.3.1 Business operations – Production processes, methods of production, productivity and efficiency. 2.3.2 Working with suppliers – Supplier choice, quality, costs, reliability and delivery times. 2.3.3 Managing quality – Quality control, quality assurance and the importance of maintaining standards. 2.3.4 The sales process – Customer service, meeting customer needs and the importance of a positive customer experience. Apply concepts to business examples and exam-style questions.
Spring 1			**Theme Park Project** Pupils work collaboratively as a business team to design and develop a theme park concept. They identify a target market, explore customer needs, develop an appealing product or experience and consider pricing, competitors and how to differentiate their business. Pupils then create a marketing campaign incorporating branding and promotional ideas to attract customers. Finally, they present and pitch their completed theme park concept to potential investors, justifying their business decisions using relevant business knowledge, before reflecting on how customer needs, marketing and promotion have influenced their final design.	**1.3 Putting a Business Idea into Practice** 1.3.1 Business aims and objectives – Business aims, objectives and why they may change. 1.3.2 Business revenues, costs and profits – Calculating revenue, fixed costs, variable costs, total costs and profit. 1.3.3 Break-even – Calculating and interpreting the break-even point and margin of safety. 1.3.4 The importance of cash – Cash flow, cash-flow forecasts and the causes and consequences of cash-flow problems. Apply concepts to business examples and exam-style questions.	**2.4 Making financial deisions** 2.4.1 Business calculations – Revenue, fixed and variable costs, total costs, profit, break-even, cash flow and financial calculations. 2.4.2 Understanding business performance – Interpreting financial information, assessing business performance and using financial data to support decisions. Apply concepts to business examples and exam-style questions.

Spring 2				**1.4 Making the Business Effective** **1.4.1 The options for start-up and small businesses – Sources of finance available to small businesses, including personal savings, loans, overdrafts and other sources. 1.4.2 Business location – Factors influencing location decisions, including customers, costs, labour and competition. 1.4.3 The marketing mix – Product, price, promotion and place, and how businesses use these elements to attract customers. 1.4.4 Business plans – The purpose and contents of a business plan and how it helps a business plan for success.** **Apply concepts to business examples and exam-style questions.**	**2.5 Making Human Resource decisions** **2.5.1 Organisational structures – Hierarchy, chain of command, span of control, delegation and centralisation.2.5.2 Effective recruitment – Recruitment methods, job descriptions, person specifications and the selection process. 2.5.3 Effective training and development – Induction, on-the-job training, off-the-job training and the benefits of training.2.5.4 Motivation – Financial and non-financial methods of motivation, including pay, bonuses, promotion, job enrichment and flexible working.**
Summer 1				**1.5 Understanding External Influences on Business** **1.5.1 Business stakeholders – Stakeholder groups, their objectives and how business decisions affect them. 1.5.2 Technology and business – How technology affects business operations, communication, marketing and sales. 1.5.3 Legislation and business – The impact of laws and regulations on business activity, employees and consumers.1.5.4 The economy and business – How economic factors, including interest rates, inflation, employment and taxation, influence businesses.1.5.5 External influences – How ethical, environmental and competitive pressures affect business decisions.** **Apply concepts to business examples and exam-style questions.**	**Theme 1 and Theme 2 retrieval and revision** **Use low-stakes quizzes, knowledge organisers, flashcards and topic grids to revisit key content and identify gaps.** **Exam Ready: Past papers, PBLT and AJIM** **Complete timed past-paper sections and review model answers. Practice PBLT for developed explanations and AJIM for justified conclusions, then use feedback to improve responses.**
Summer 2				**Exam Skills Lab: PBLT and application** **Practise Point, Because, Leads to, Therefore (PBLT) to build clear chains of reasoning. Use short case studies, command words and timed 3- and 6-mark questions.** **Past Papers and Exam Technique** **Complete selected past-paper questions under timed conditions. Practice planning answers, using context, developing chains of**	

				analysis and checking responses against mark schemes.	