

Business Studies Curriculum Maps 2021-2022

Key Stage 4

Year	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
<p>10</p> <p>Unit 1 Introduction to Business and Enterprise</p> <p>Exam Unit</p>	<p>Being an entrepreneur</p> <p>Entrepreneurial characteristics and skills</p> <p>Financial aims and objectives</p> <p>Non-financial and objectives</p> <p>Legal structures</p> <p>Organisational structures</p>	<p>Restructuring</p> <p>Internal stakeholders</p> <p>External stakeholders</p> <p>Stakeholder engagement</p> <p>Marketing Mix</p> <p>Product types</p> <p>Product lifecycle</p> <p>Product development and innovation</p> <p>Orientation types</p>	<p>Boston Matrix</p> <p>Place/Price/Promotion</p> <p>Market Research and Markets</p> <p>Data types</p> <p>Primary research/</p> <p>Secondary research</p>	<p>Market types</p> <p>Outsourcing</p> <p>Lean production</p> <p>Maintaining and improving quality</p> <p>Production methods</p> <p>Customer service measurements</p> <p>How customer service is measured</p>	<p>Internal Influences</p> <p>Internal Challenges of Growth</p> <p>External Influences</p>	<p>Challenges of Growth</p> <p>Revision/Revision preparation for the summer</p>
<p>11</p> <p>Unit 3 Retail Operations</p> <p>Internally Assessed Unit (Externally Verified)</p>	<p>Know how retail operations are organised</p> <p>Rights of retail employees</p> <p>Responsibilities of retail employees</p>	<p>Understand interaction between customers and retail activities</p> <p>Assess methods used by retail businesses to encourage sales</p> <p>Explain how technology is used to interact with customers</p> <p>Explain the effects of</p>	<p>Understand how retail businesses prepare for changes in the retail environment</p> <p>Explain the effects of seasonality on retail operations</p> <p>Explain measures retail businesses use to prepare for unplanned situations in daily retail operations</p>	<p>Be able to propose changes to retail store operations</p> <p>Identify issues to resolve /suggest actions in response to issues / be able to propose changes to retail store operations</p>	<p>Completion of controlled assessments</p> <p>Internal moderation and final corrections</p> <p>Submission to exam board by May</p> <p>No examination</p>	

	Effects of legislation on retail operations	seasonality on retail operations				
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