Oasis Brightstowe Business Studies

Long Term Plan

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| **Year 10 (2022/23)*** **Overview**

The aims of the first year of the KS4 are to introduce students to the world of business and to foster a love for the subject through an engaging and diverse series of learning modules. Students gradually build on their knowledge of core concepts and subject specific vocabulary and apply their learning to case studies and real world problems throughout. Oasis Horizons use is integrated with research and presentation being the key skills students apply during these learning episodes. |
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| **Year** | **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **1** | **Topic: Entrepreneurship, business organisation and stakeholders**1. **Entrepreneurship**

Being an entrepreneur, Entrepreneurial motivators, Entrepreneurial skills and attributes 1. **Business and enterprise aims and objectives** Reasons for aims and objectives, Financial aims and objectives, Non-financial aims and objectives
2. **Structures**

Legal structures, The impact on business and enterprise of different structural characteristics, The impact on business and enterprise of changes in structure. 1. **Stakeholders**

Internal stakeholders, External stakeholders, Stakeholder engagement, Stakeholder conflict | **Topic: Market research, market types and orientation and marketing mix**1. **The Market**

Aspects of the market 1. **Market research**

Primary market research, Secondary market research, Data types, Market types, Business orientation types 1. **Marketing mix**

Price, Place, Promotion, Product, Product life cycle and product life cycle extension strategies, Product development and innovation, Boston Matrix, Branding | **Topic:**  **Human resource requirements for business and enterprise**1. **Human resources**

Methods of recruitment, Stages of recruitment, Types of employment contracts 1. **Staff development and monitoring**

Methods of staff development and monitoring 1. **Motivation**

Financial methods of motivation, Non-financial methods of motivation, Motivation theories | **Topic: Operations management**1. **Operations management**

Outsourcing, Lean production, Maintaining and improving quality, Production methods, Customer service | **Topic: Business growth**1. **Business and enterprise** **growth**

Internal growth, External growth, Efficiencies and costs of business and enterprise expansion, Challenges of growth. | **Topic: Sources of enterprise funding and business finance**1. **Business and enterprise funding**

Funding types, Financial terms, documents and tools, 1. **Financial terms and calculations** Costs, liabilities and assets, Financial documents, Ratio analysis, Cash flow management
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| **Year 11 (2023/24)*** **Overview**

The second year of study looks at the impact of the wider world on business and how businesses can plan effectively. These units, combined with the units studied in Year 10 are then applied in the synoptic project which forms 40% of the course qualification. This is an opportunity for students to demonstrate their knowledge and understanding of the business principles they have learnt and to apply them to a business by writing and presenting a business plan.  |
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| **Year** | **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **2** | **Topic: The impact of the external environment on business and enterprise and Business Planning**1. **The impact of the external environment**

External influences1. **Business and enterprise planning** Purposes and benefits of planning, Sections of a business plan
 | **Topic: Synoptic Project Preparation**1. **Planning for the synoptic project**

Sections to include, Example models,‘Mock’ synoptic project. | **Topic:**  **Synoptic Project**1. **Externally set synoptic project.**

**21 hrs** Observation not teaching | **Topic: Exam revision and preparation**1. Entrepreneurship, business organisation and stakeholders
2. Market research, market types and orientation and marketing mix
3. Human resource requirements for business and enterprise
4. Operations management
5. Business growth
6. Sources of enterprise funding and business finance
7. The impact of the external environment on business and enterprise
8. Business and enterprise planning
 | **Topic: Exam revision and preparation**1. Entrepreneurship, business organisation and stakeholders
2. Market research, market types and orientation and marketing mix
3. Human resource requirements for business and enterprise
4. Operations management
5. Business growth
6. Sources of enterprise funding and business finance
7. The impact of the external environment on business and enterprise
8. Business and enterprise planning
 | **Topic: Exam revision and preparation** 1. Entrepreneurship, business organisation and stakeholders
2. Market research, market types and orientation and marketing mix
3. Human resource requirements for business and enterprise
4. Operations management
5. Business growth
6. Sources of enterprise funding and business finance
7. The impact of the external environment on business and enterprise
8. Business and enterprise planning
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| **Year 11 (2022/23)*** **Overview**
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| **Year** | **Autumn 1** | **Autumn 2** | **Spring 1** | **Spring 2** | **Summer 1** | **Summer 2** |
| **2** | **Topic: Exam revision and preparation**1. Entrepreneurship, business organisation and stakeholders
2. Market research, market types and orientation and marketing mix
3. Human resource requirements for business and enterprise
4. Operations management
5. The impact of the external environment on business and enterprise
 | **Topic: Synoptic Project Preparation**1. **Planning for the synoptic project**

Sections to include, Example models,‘Mock’ synoptic project. | **Topic:**  **Synoptic Project**1. **Externally set synoptic project.**

**21 hrs**  | **Topic:**  **Synoptic Project**1. Marking and moderation of Synoptic project.
2. Revision for March resit
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