

OAE BUSINESS STUDIES LONG TERM PLAN

AQA GCSE Business Studies:

Students apply their knowledge and understanding to different Business contexts ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts. Students develop an understanding of how these contexts impact on business behaviour and they will apply their knowledge and understanding to business decision making including:

- The interdependent nature of Business activity, influences on Business, Business operations, Finance, Marketing, and Human Resources, and how these interdependencies underpin Business decision making
- How different business contexts affect Business decisions
- The use and limitation of quantitative and qualitative data in making Business decisions. Our specification requires students to draw on the knowledge and understanding to:
- Use Business terminology to identify and explain Business activity

Year 10

Specification reference	Teaching hours
3.1 Business in the real world (3.1.1-3.1.7)	25 hours
3.2 Influences on business (3.2.1-3.2.6)	20 hours
3.3 Operations management (3.3.1-3.3.4)	20 hours
3.4 Human resources (3.4.1-3.4.4)	15 hours

Year 11

Specification reference	Teaching hours
3.5 Marketing (3.5.1-3.5.4)	25 hours
3.6 Finance (3.6.1-3.6.4)	15 hours

AQA GCSE Business Studies Y10:

Key stage 4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	3.1 Business in the real world	3.2 Business in the real world	3.2 Influences on Business	3.2 Influences on Business	3.3 Business Operations	3.4 Human Resources
What will be covered	3.1.1 The purpose and nature of business 3.1.2 Business Ownership 3.1.3 Setting business aims and objectives 3.1.4 Stakeholders	3.1.5 Business Location 3.1.6 Business Planning 3.1.7 Expanding a business	3.2.1 Technology 3.2.2 Ethical and environmental considerations 3.2.3 The economic climate on business	3.2.4 Globalisation 3.2.5 Legislation 3.2.6 Competitive environment	3.3.1 Production processes 3.3.2 The role of procurement 3.3.3 The concept of quality	3.4.1 Organisational structures 3.4.2 Recruitment and selection of employees 3.4.3 Motivating employees 3.4.4 Training
Assessment	Mini Topic tests	Mini topic tests and end of unit test	Mini topic tests	Mini topic tests and end of unit test	Mini topic test GCSE Mock Paper 1	EYO Exam

AQA GCSE Business Studies Y11:

Key stage 4	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	3.5 Marketing	3.5 Marketing	3.6 Finance	3.6 Finance	Revision	Revision
What will be covered	3.5.1 Identifying and understanding customers 3.5.2 Segmentation 3.5.3 The purpose and me	3.5.4 The elements of marketing mix: 4Ps. (6)	3.6.1 Sources of finance 3.6.2 Cash flow	3.6.3 Financial terms and calculations 3.6.4 Analysing the performance of a business	Revision and exam preparation	
Assessment	Mini Topic tests	Mini topic tests and Mock exam	Mini topic tests	Mini topic tests and end of unit test	Past exam Papers and GCSE exam	GCSE Exam

BTEC Level 3 National Extended Certificate in Business:

The Extended Certificate is for learners who are interested in learning about the business sector alongside other fields of study, with a view to progressing to a wide range of higher education courses, not necessarily in business-related subjects. It is designed to be taken as part of a programme of study that includes other appropriate BTEC Nationals or A Levels.

Size and Structure:

360 GLH (480 TQT) Equivalent in size to one A Level. 4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%). Students will completed following units over two years:

Year 12:

Unit 1- Exploring Business (Internal assessment- Coursework): In this introductory unit, learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

Unit 2- Developing a Marketing Campaign (External assessment- Exam) : Learners will gain skills relating to, and an understanding of, how a marketing campaign is developed.

Year 13:

Unit 3- Personal and Business Finance (External assessment- Exam) : Learners study the purpose and importance of personal and business finance. They will develop the skills and knowledge needed to understand, analyse and prepare financial information.

Unit 8- Recruitment and Selection Process (Internal assessment- Coursework): Learners explore how the recruitment process is carried out in a business. The unit gives learners the opportunity to participate in selection interviews and review their performance.

Year 12:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Name:	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 1 Exploring Business	Unit 2 – Developing a Marketing Campaign	Unit 2 – Developing a Marketing Campaign	Unit 2 – Developing a Marketing Campaign
What will be covered	<p>Learning Aim A: Exploring the Features of Successful Businesses:</p> <ul style="list-style-type: none"> • Features of businesses • Stakeholders and their influence • Effective business communications <p>Learning Aim B: Investigating how businesses are organised</p> <ul style="list-style-type: none"> • Structure and organisation • Aims and objectives 	<p>Learning Aim C : Examine the Environment in which businesses operate</p> <ul style="list-style-type: none"> • External environment • Internal environment <p>Competitive environment</p> <ul style="list-style-type: none"> • Situational Analysis <p>Learning Aim D: Examining business markets</p> <ul style="list-style-type: none"> • Different market structures • Relationship between demand, supply and price 	<p>Learning Aim E: Investigating the role of innovation and enterprise to business success</p> <ul style="list-style-type: none"> • Role of innovation and enterprise • Benefits and risks associated with innovation and enterprise 	<p>Topic A: The principles and purposes of marketing</p> <ul style="list-style-type: none"> • The role of marketing • Influences on marketing activity <p>Topic B: Using information to develop the rationale for a marketing campaign</p> <ul style="list-style-type: none"> • Purpose of researching information to identify the needs and wants of customers • Market research methods and use 	<p>Topic C: Planning and developing a marketing campaign</p> <ul style="list-style-type: none"> • Marketing campaign activity • Marketing mix • The marketing campaign <p>Exam preparation</p>	Exam preparation

		• Pricing and output decisions		• Developing the rationale		
Assessment	Independent study, Revision session, Knowledge Quiz Assignment writing	Independent study, Revision session, Knowledge Quiz Assignment writing	Independent study, Revision session, Knowledge Quiz Assignment writing	Independent study, Revision session, Knowledge Quiz Assignment writing	Report writing practise for the exam	Exam

Year 13:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Name:	Unit 3 – Personal and Business Finance	Unit 3 – Personal and Business Finance	Unit 8 – Recruitment and Selection	Recruitment and Selection	Retake exam preparation	Retake exam preparation
What will be covered	Topic A: Understand the importance of managing personal finance <ul style="list-style-type: none"> • Functions and role of money • Different ways to pay • Current accounts • Managing personal finance 	Topic C: Understand the purpose of accounting <ul style="list-style-type: none"> • Purpose of accounting • Types of income • Types of expenditure Topic D: Select and evaluate	Learning Aim A: How recruitment and selection contribute to the success of the business How and why businesses recruit and select P2 How and why businesses adhere to ethical and legal recruitment practices M2 Analysis	Learning Aim C: Reflect on the recruitment and selection process and your individual performance P5 SWOT analysis and reflection on recruitment documents and process P6 Development	Students can resit for Unit 2, Unit 6 or Unit 3 exams to raise their grades and support will be provided	Students can resit for Unit 2 and Unit 3 exams to raise their grades and support will be provided

	<p>Topic B: Explore the personal finance sector</p> <ul style="list-style-type: none"> • Features of financial institutions • Communicating with customers • Consumer protection in relation to personal finance • Information guidance and advice 	<p>sources of business finance</p> <p>Topic E: Break-even and cash flow forecasts</p> <ul style="list-style-type: none"> • Cash flow forecasts • Break-even analysis <p>Topic F: Complete statements of comprehensive income and financial position and evaluate a business's performance</p> <ul style="list-style-type: none"> • Statement of comprehensive income • Statement of financial position • Measuring profitability • Measuring liquidity • Measuring efficiency 	<p>of recruitment methods D1</p> <p>Evaluation of recruitment processes and how they contribute to business success</p> <p>Learning Aim B: Undertake a recruitment activity to demonstrate the processes leading to a successful job offer</p> <p>P3 Job applications</p> <p>M2/M4 Interviews and skills D2</p> <p>Evaluation of recruitment documents and process</p>	<p>planning M3</p> <p>Analysis of processes and future plans D3</p> <p>Evaluation of recruitment and selection process and career planning</p>		
Assessment	Mini Topic tests	Mini topic tests and end of unit test	Mini topic tests	Mini topic tests and end of unit test	Mini topic test Mock Paper 1	EYO Exam

BTEC Level 3 National Diploma in Business:

The Diploma is designed to be the substantive part of a 16–19 study programme for learners who want a strong core of sector study. This programme may include other BTEC Nationals or A Levels to support progression to higher education courses in business areas before entering employment. The additional qualification(s) studied allow learners either to give breadth to their study programme by choosing a contrasting subject, or to give it more focus by choosing a complementary subject. This qualification can also be used to progress to Higher Apprenticeships.

Size and Structure:

720 GLH (950 TQT) Equivalent in size to two A Levels. 8 units of which 6 are mandatory and 3 are external. Mandatory content (83%) External assessment (45%). Students will completed following units over two years:

Year 12:

Unit 6: Principles of Management (External assessment- Exam): This unit enables learners to understand how the role of management and leadership in the workplace contributes towards business success.

Unit 14: Investigating Customer Service (Internal assessment – Coursework): Learners will study how excellent customer service contributes to business success. The unit gives learners the opportunity to develop their customer service skills.

Year 13:

Unit 4 : Managing an Event(Internal assessment – Coursework): Learners will work as part of a small group to plan, coordinate and manage a business or social enterprise event and evaluate the skills gained.

Unit 5: International Business (Internal assessment – Coursework): Learners study how UK businesses develop strategies to trade globally. Learners will also consider the factors that influence the implementation of these strategies.

Year 12:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Name:	Unit 6 -Principles of Management	Unit 6 - Principles of Management	Unit 6 -Principles of Management	Unit 14 - Investigating Customer Service	Unit 14- Investigating Customer Service	Resit for Unit 6
What will be covered	<p>Topic A : Demonstrate knowledge and understanding of management and leadership principles, concepts, key terms, functions and theories</p> <p>Topic B: Functions of management and leadership • Functions of management.</p>	<p>Topic C: Apply knowledge and understanding of management and leadership issues to real-life business scenarios</p>	<p>Topic D: Analyse and evaluate management information and data, demonstrating the ability to interpret the potential impact and influence on business effectiveness in context Topic E: Be able to recommend management and leadership proposals in context with appropriate justification, using a range of evidence to support arguments</p>	<p>Learning Aim A: Explore how effective customer service contributes to business success</p> <ul style="list-style-type: none"> • Customer service in business • Customer expectations and satisfaction • Benefits of building customer relationships • Customer service legislation and regulation 	<p>Learning Aim B: Investigate the methods used to improve customer service in a business</p> <ul style="list-style-type: none"> • Monitoring and evaluating customer service provision • Indicators in improved performance <p>Learning Aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations</p> <ul style="list-style-type: none"> • Customer service 	<p>Students are prepared to retake Unit 6 exam to raise their grade.</p>

					skills and behaviours • Dealing with customer service requests and complaints • Individual skills audit and development plan	
Assessment	Mini Topic tests	Mini topic tests and end of unit test	Mini topic tests	Mini topic tests and end of unit test	Mini topic test Mock Paper 1	Resit exam for Unit 6

Year 13:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Name:	Unit 4- Managing an Event	Unit 4 Managing an Event	Unit 4 -Managing an Event	Unit 5- International Business	Unit 5- International Business	Unit 5- International Business
What will be covered	Learning Aim A: Explore the role of an event organiser Different tasks needed to be completed by an event organiser A2 Different skills needed by an effective event organiser A3	Learning Aim C: Develop a detailed plan for a business or social enterprise event 1 Event planning and the use of planning tools C2 Factors to be considered,	Learning Aim E: Reflect on the running of the event and evaluate own skills development E1 Evaluation of the event E2 Review of personal skills development in the running of the event	Learning Aim A: Explore the international context for business operations A1 International business A2 Financing of international business A3	Learning Aim C: Investigate the external factors that influence international businesses C1 External influences C2 International business support systems	Learning Aim E: Examine the strategic and operational approaches to developing international trade E1 Strategies for operating internationally E2

	<p>Common formats for skills audit collection</p> <p>Learning Aim B: Investigate the feasibility of a proposed event</p> <p>B1 Different types of event, and the factors affecting success B2 Feasibility measures and critical success factors</p>	<p>including budgets, resources and contingency planning</p> <p>Learning Aim D: Stage and manage a business or social enterprise event</p> <p>D1 Management of the event D2 Problem solving</p>		<p>Support for international business. Learning Aim B: Investigate the international economic environment in which business operates</p> <p>B1 Globalisation B2 International trading blocs B3 Barriers to international business</p>	<p>Learning Aim D: Investigate the cultural factors that influence international businesses</p> <p>D1 Cultural factors D2 Impact of cultural factors</p>	<p>Resource considerations</p>
Assessment	Mini Topic tests, assignment	Mini topic tests and end of unit test, assignment	Mini topic tests, assignment	Mini topic tests and end of unit test, assignment	Mini topic test, assignment	Assignment and option to resit for unit 6 exam

London Institute of Banking and Finance -Financial Studies :

We offer Certificate and Diploma from London Institute of Banking and Finance. In year 12, students complete units into 13 learning sessions.

These units are :

Year 12:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Names	Unit 1 –Financial Capability for the immediate and Short term	Unit 1 –Financial Capability for the immediate and Short term	Unit 2 –Financial Capability for the Medium and Long term	Unit 2 –Financial Capability for the Medium and Long term	Unit 2 –Financial Capability for the Medium and Long term	Unit 1 –Financial Capability for the immediate and Short term And Unit 2 – Financial Capability for the Medium and Long term
What will be covered	In this unit students will be able to analyse financial data and information and	In this unit students will be able learn what areas to consider to establish	In this part of Unit 2, student will learn the differences between Needs,	In this part of Unit 2, students will develop understanding on Financial	Students will go through pre released case-study for their exam. They will	Consolidating understanding and retaining knowledge of Unit 1 and Unit 2

	<p>financial services products and services. They will also develop an understanding of the concept of financial sustainability and ethics to enhance financial literacy. They will learn:</p> <ul style="list-style-type: none"> • Purpose of money • The personal Lifecycle • Payment methods • Everyday Banking • Saving Products 	<p>Financial Capability for the immediate and short term. They will lean topics on:</p> <ul style="list-style-type: none"> • Borrowing Products, Providers, Consumer Protection, Budgets and forecasts, Dealing with unexpected events, Dealing with Debt and Earnings. 	<p>Wants and Aspirations, Savings & Investment Products, Borrowing Products, Dealing with long term risks and financial planning. Students build understanding of an individual's financial needs through the various life stages and the influences of values, needs and aspirations on financial decision making.</p>	<p>planning and informed choices, dealing with unforeseen events, ethics and sustainability as well as sources of information and advise and making an informed choice.</p>	<p>also learn key concepts for: Financial data information, and financial services products and services as well as financial sustainability and ethics to enhance financial literacy.</p>	<p>by group work/ collaboration research skills and recognising real world impact on life as a consumer and future employee.</p>
Assessment	Mini Topic tests	Unit 1 exam in January	Mini topic tests	Mini topic tests and end of unit test	Unit 2 exam in May	Resit for Unit 1 and Unit 2 exams

Year 13:

Key stage 5	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Names	UNIT 3 Sustainability of an Individual Finance	UNIT 3 Sustainability of an Individual Finance	UNIT 4- Sustainability of the Financial Services System	UNIT 4- Sustainability of the Financial Services System	UNIT 4- Sustainability of the Financial Services System	UNIT 3 Sustainability of an Individual Finance and UNIT 4- Sustainability of the Financial Services System
What will be covered	Students will start Unit 3 in this Diploma level of their study. They will learn topics: <ul style="list-style-type: none"> • Personal Financial Sustainability • How the state can help 	Students will start Unit 3 in this Diploma level of their study. They will learn topics: <ul style="list-style-type: none"> • Monitoring and adapting personal financial problems • Good debt, bad debt 	Students will learn following topics: <ul style="list-style-type: none"> • The financial system • Competition in the financial services sector • Sustainability in the financial 	Students will start Unit 4 and learn below topics before their exam in next term: <ul style="list-style-type: none"> • External influences on the financial services providers and their products 	Students will go through pre released case-study for their exam. They will also learn key concepts for: Financial data information, and financial services	Review of Pre-released case study for Unit 3 and Unit 4 as students can retake the exam for their Unit 3.

	<ul style="list-style-type: none"> The impact of external factors 	<ul style="list-style-type: none"> The impact of global events and ethics The impact of recent changes. 	<p>services sector</p> <ul style="list-style-type: none"> The impact of the media on the sustainability of the financial services industry. 	<ul style="list-style-type: none"> The impact of change and uncertainty on financial products Marketing materials and their effectiveness Attracting, retaining and satisfying customers Market segmentation and product development 	<p>products and services as well as financial sustainability and ethics to enhance financial literacy</p>	
Assessment	Mini Topic tests	Unit 3 exam in January	Mini topic tests	Mini topic tests and end of unit test	Unit 4 exam	Resit exams for unit 3 and Unit 4