

**Intent:**  
 Business Studies allows students to focus on the details of how a business (or businesses) operate. In doing so, they will be able to apply this knowledge in the right context. For example, they will gain an understanding of the key legislation that protects them when they are within their own working environments. In addition to the knowledge they will gather, students will enhance particular skills that can make them a more rounded employee for example, leadership and problem solving.

**EGGBUCKLAND**

THE ROAD MAP TO

# BUSINESS STUDIES CURRICULUM

2021-2022



Price  
 Place  
 Promotion  
 Product  
 The 4 P's



**Unit 5**  
 Marketing



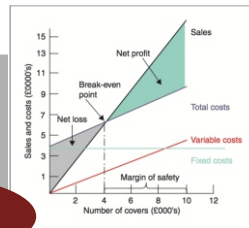
Batch  
 Flow  
 Job  
 Production

**Unit 3**  
 Operations management

**YEAR 11**



**Unit 6**  
 Finance



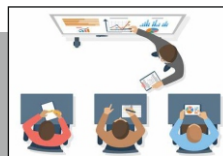
Break-even charts

		RELATIVE MARKET SHARE	
		HIGH	LOW
MARKET GROWTH RATE	HIGH	★ STARS	? QUESTION MARKS
	LOW	🐮 CASH COWS	🐶 DOGS

Boston matrix



Contracts Training



**Unit 4**  
 Human Resources



Technology



**Unit 2**  
 Influences on business



Social media use in business



Partnerships

Sole traders



Not-for-profit

Ltd companies

Ownership



**Unit 1**  
 Business in the real world

**YEAR 10**

Taster Sessions



**YEAR 9**

Balanced | Rigorous | Coherent | Vertically Integrated | Appropriate | Relevant