

Business Studies Curriculum



Stretch and Challenge



Critical Analysis of proposal and Business case

Final GCSE Exams 40%



Marketing strategies and methods

Develop a brand identification

Recap year 10

Review of Proposal Viability.
Consideration of financial implications

Practical skills review



Plan and Pitch a Proposal



Completion of controlled assessment 60%



Year 11

Business Pitch and Proposal



Identification and Customer Profiling



Designing a Business Proposal and Learning about Market Research

Coursework Assessments

Assessment Preparation



Introduction to the Business World

Develop a brand identification

Interleaving Quizzes



Taster session Options chosen

Year 10

Foundational Learning in a range of subjects including Maths, English, Citizenship, History, Design Technology, Drama and Art.



Year 9