

Curriculum Map	Subject	Business Studies	Year	Year 11
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Unit	Summary	Skills	Assessment	British Values and SMSC	Career links	Cross-curricular links
Unit 5 Marketing	The purpose of marketing, is to understand its role within business and how it influences business activity.	Reading Building vocabulary Contextual awareness Exam Writing Practice	End of Unit Assessment Paper 2: Influences of marketing and finance on business activity	<p><u>Spiritual</u> Express opinions and explore different examples using case studies on topics such as ethics (branding).</p> <p><u>Moral</u> Evaluate, comment upon and discuss various moral issues relating to business practices. Given real life case studies to support this.</p> <p>Consider a variety of information relating to real life business scenarios in order to make valid judgements.</p> <p><u>Cultural</u> Understand how the functions of a business operate. Using various calculations in real life case studies.</p>	<ul style="list-style-type: none"> • Entrepreneur • Business Management • Marketing • Advertising • Retail • Hospitality • Business Owner 	PSHE Maths Design Technology Computer Science ICT Media

				<p><u>Social</u> Team working skills through collaborative work and research</p>		
Unit 6 Finance	The purpose of the finance unit, is to understand its role within business and how it influences business activity.	<p>Reading Building vocabulary Contextual awareness Exam Writing Practice Calculator Skills</p>	<p>End of Unit Assessment</p> <p>Paper 2: Influences of marketing and finance on business activity</p>	<p><u>Social</u> Explore the concept of teams and the roles that individuals have to play and how this can impact a business.</p> <p><u>Cultural</u> Cultural development within Business Studies involves students being given the chance to see how the functions of a business operate.</p> <p><u>Spiritual/Moral</u> Moral development involving students to evaluate, comment upon and discuss various moral issues relating to business practices using real life case studies.</p>	<ul style="list-style-type: none"> • Entrepreneur • Project Management • HR • Business Owner • Finance Officer • Accounting • Retail • Hospitality 	<p>PSHE English Computer Science Maths</p>