



Kingstone High School

Business Studies

2025-2026

Kingstone High School is a non-selective school, and we welcome students of all aptitudes and abilities. Our size allows us to know our students well and we work hard to ensure that every student achieves their maximum academic potential through an individually tailored curriculum.

Kingstone High School, Kingstone, Hereford, Herefordshire HR2 9HJ

T: 01981 250224 E: khsadmin@kingstoneacademy.co.uk www.kingstonehighschool.co.uk

Staff

Name	Role	Email Address
Mr Bromage	Director of Studies and PE/Business Studies Teacher	dbromage@kingstoneacademy.co.uk

1. Business Studies Curriculum Map

	Half term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Year 10 GCSE	Theme 1.1 Enterprise and Entrepreneurship 1.1.1 The Dynamic Nature of Business 1.1.2 Risk and Reward 1.1.3 Enterprise and Entrepreneurs How to answer a range of examination questions	Theme 1.2 Spotting an Opportunity 1.2.1 Customer Needs 1.2.2 Market Research 1.2.3 Market Segmentation 1.2.4 Competitive Environment	Theme 1.3 Putting an Idea into Practice 1.3.1 Aims and Objectives 1.3.2 Revenue, Costs and Profit 1.3.3 Cash and Cash Flow 1.3.4 Sources of Finance	Theme 1.4 Making the Business Effective 1.4.1 Option for Small Start Up Business 1.4.2 Business Location 1.4.3 The Marketing Mix 1.4.4 Business Plans	Theme 1.5 Understanding External Influences 1.5.1 Business Stakeholders 1.5.2 Technology and Business	1.5.3 Legislation and Business 1.5.4 The Economy and Business 1.5.5 External Influences Revision Theme 1
Year 11 GCSE	Theme 2.1 Growing the Business 2.1.1 Business Growth	Theme 2.2 Making Marketing Decisions 2.2.1 Product 2.2.2 Price 2.2.3 Promotion	Theme 2.3 Making Operational Decisions 2.3.1 Business Operations	Theme 2.4 Making Financial Decision 2.4.1 Business Calculations	Theme 2.5 Making Human Resource Decisions	Revision Theme 1 and Theme 2

	<p>2.1.2 Changes in Business Aims and Objectives</p> <p>2.1.3 Business and Globalisation</p> <p>2.1.4 Ethics, the Environment and Business</p>	<p>2.2.4 Place</p> <p>2.2.5 Using the Marketing Mix to Make Business Decisions</p>	<p>2.3.2 Working with Suppliers</p> <p>2.3.3. Managing Quality</p> <p>2.3.4 The Sales Process</p>	<p>2.4.2 Understanding Business Performance</p>	<p>2.5.1 Organisational Structures</p> <p>2.5.2 Effective Recruitment</p> <p>2.5.3 Effective training and development</p> <p>2.5.4 Motivation</p>	
--	---	--	--	--	---	--

2. GCSE Information

Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business Studies

GCSE Business studies assessment is comprised of two exams covering Theme 1 and Theme 2. The weightings of these exams are 50% each.

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources. Theme 2 also considers the impact of the wider world on the decisions a business makes as it grows. In this theme, students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions.

Exams are completed in the final year of study across the two-year course.

3. Assessment

Throughout the course students will complete smaller knowledge checker assessments, alongside mock exams in Year 11, additionally with the usual school summative assessment routines.

Data is to be used as a guide when assessing the progress of our students and ensuring they are progressing in line with school expectation. It is the responsibility of the

classroom teacher to ensure all pupils are making expected progress and that they provide intervention if students are underperforming. If a student continues to underperform the HOF will discuss the intervention already given and if necessary, place the student on a six-week intervention programme to bring them in line with their targets. Data should be used to motivate pupils and show them the progress they are making.

Students will be assessed in three ways:

Assessment Objective AO1, students must demonstrate knowledge and understanding of business concepts and issues.

Assessment Objective AO2 students must apply knowledge and understanding of business concepts and issues to a variety of contexts.

Assessment Objective AO3, students must analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.

GCSE Course Assessments

- Year 10 Key Assessment 1 – On information covered in half term 1
- Year 10 Key Assessment 2 – On information covered in half terms 2 and 3
- Year 10 Key Assessment 3 – On information covered in half term 4 and 5
- Year 10 Mock Exam – Actual Theme 1 Examination Paper
- Year 11 Key Assessment 1 – On information covered in half term 1
- Year 11 Key Assessment 2 – On information covered in half terms 2 and 3
- Year 11 Key Assessment 3 – On information covered in half term 4 and 5
- Year 11 Mock Exam – Actual Theme 1 and Theme 2 Examination Papers

4. Homework

Homework in the Business Studies department is designed to reinforce classroom learning, encourage independent research, and develop key business skills such as analysis, application, and evaluation.

Homework tasks will typically include:

- **Exam-style questions** (short- and long-answer) to build exam technique and use of command words.
- **Knowledge retrieval and consolidation** through low-stakes quizzes or revision grids.
- **Research-based tasks** such as investigating local or national businesses, entrepreneurs, or real-world case studies.
- **Digital activities** using online platforms such as BBC Bitesize, Tutor2u, or Seneca Learning to consolidate learning from each theme.
- **Preparation tasks** ahead of new content, for example reading articles or summarising key business concepts.

All homework tasks are purposeful, clearly linked to curriculum content, and aim to develop students' ability to apply business knowledge to real-life contexts.

5. Supporting Resources

Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business Studies Book

SaveMyExams – Business Studies Revision Booklets and Exam Questions/Mark Schemes

YouTube – How to answers exam questions and overview of each topic (helps revision)

Seneca Learning – Edexcel GCSE Business

BBC News – Business Section for current examples and context