**Curriculum Overview** – BUSINESS STUDIES

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| Term 1 |  | Term 2 |  | Term 3 |
|  |  |  |  |  |
| Term Start |  | Term Start |  | Term Start |
| 26/08/2024 |  | 06/01/2025 |  | 07/04/2025 |
|  |  |  |  |  |
| Term End |  | Term End |  | Term End |
| 13/12/2024 |  | 21/03/2024 |  | 27/06/2025 |
|  |  |  |  |  |
| **Business Activity, Marketing & Operations:** |  | **People in Business:** |  | **Revision for IGCSE Business examinations** |
| This term, students will business students will embark on a comprehensive journey through various facets of the business world. They will complete their exploration of the marketing topic, gaining a solid grasp of marketing strategies, market research, and promotional techniques. Simultaneously, they will conclude their study of business activity, covering aspects such as different types of business organizations and the influential factors that impact business decisions.Additionally, this term student will begin to study business operations segment, including production techniques, supply chain logistics, and the efficient running of business processes.  |  | In term 2, students will successfully conclude their in-depth exploration of the crucial role that individuals play within the business environment. Students will have delved into various aspects, including human resource management, recruitment and selection processes, employee motivation and performance, and the importance of effective communication and teamwork in the corporate world. This knowledge empowers Year 11 students to appreciate the significance of human resources and interpersonal dynamics in business operations, preparing them for the multifaceted challenges and opportunities they may encounter in the professional landscape. |  |  |
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| Assessment |  | Assessment |  | Assessment |
| Mid-term assessment |  | People in Business – End of unit assessment |  | Final IGCSE Exams |