

## Key Stage 4 Curriculum Journey: Business

The curriculum in Business will inspire and encourage self-belief, provoking and interest in current affairs with the focus on the development of written techniques and financial awareness.

YEAR 10 CURRICULUM JOURNEY										
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6				
Topic	Stakeholders and Enterprise and Entrepreneurship	Spotting a business opportunity environment	Putting a business idea into practice	Marking the business effective	Making Marketing Decisions	Understanding external influences on business				
Key Knowledge, Skills & Understanding	To learn about stakeholders as individuals and groups of people who have an interest in and is affected by the activities of a business.  Understand the dynamic nature of business in relation to how and why business ideas come about.  Know impact of risk and reward on business activity and the role of entrepreneurship.  Start to reference the importance of business vocabulary to show knowledge and understanding when constructing all responses.  Understand and apply knowledge of business activity and the impact of business on individuals and wider society.	Apply knowledge of how new and small businesses identify opportunities through understanding customer needs, due to conducting market research. Explore management tools, such as market segmentation and market mapping to directly target potential customers.  Draw on evidence to make informed business decisions and solve business problems. Pupils will learn how small businesses can remain competitive in a competitive environment.  Use business terminology to identify and explain business activity.  Understand business decision making: the use and limitation of quantitative and qualitative data in making business decisions.	Identify aims and objectives and concentrating on the financial aspects to focus on making a business idea happen and how this can impact on different stakeholder groups.  Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds.  Apply knowledge and understanding to different business contexts. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business	Apply knowledge of the factors that impact on the success of a business to different business contexts. This unit investigates how small businesses can be effective and the different types of business ownership. This ranges from sole traders, partnerships, franchises and private limited companies. We also explore Public Limited Companies and how they grow and dominate the market.  Develop an understanding of how these contexts impact on business behaviour.  Use business terminology to identify and explain business activity.  Apply business concepts to familiar and unfamiliar contexts.	Understand how each element of the marketing mix (product, place, price and product) is managed and used to inform and make business decisions in a competitive marketplace.  Understand the importance of each element in the market mix has the direct correlation on the success or failure of the product/ service to a range of international and global business contexts.  Apply knowledge to examination questions by recognising and responding accordingly to command words, using context where a case study is provided.  This unit will cover the marketing mix for both Theme 1 and Theme 2 (both examinations). Pupils will be given many opportunities to practice their examination techniques and use of context.	This unit focuses on external influences and as we know these can be very unpredictable in today's economy. Pupils will explore how small businesses may focus on survival in tough economic climates and how the react on each stage of the economic cycle.  Know a range of business influences such as stakeholders, technology, legislation and the economy and explore how businesses respond to these influences.  Develop an understanding of how these contexts impact on business behaviour.  Use business terminology to demonstrate understanding of complex economic issues.				
GCSE Assessment Objectives	A01: Demonstrate knowledge and understanding of business concepts and issues	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Apply knowledge and understanding of business concepts and issues to a variety of contexts</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues.</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues.</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues.</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues.</li> </ul>				
MAPs	2 x MAPs applying content to examination questions	2 x MAPs applying content to examination questions	2 x MAPs applying content to examination questions	2 x MAPs applying content to examination questions	2 x MAPs applying content to examination questions	2 x MAPs applying content to examination questions				



YEAR 11 CURRICULUM JOURNEY Business										
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6				
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Topic	Understanding external influences on business AND Growing the Business		Making Financial Decisions	Making Human Resource Decisions	Recap					
Key Knowledge, Skills & Understanding	Use business terminology to identify and explain business activity.  Growing a business: PLCs  Know methods of growth and how and why business aims and objectives change as businesses evolve.  The impact of globalisation and the ethical and environmental impact of international / global businesses.  Apply knowledge to examination questions by recognising and responding accordingly to command words, using context.	This unit focuses on operations. It is how a business organises, produces and delivers the goods and services to their customers.  Pupils will learn about methods of production and the need to have a positive relationship with their suppliers.  This also explores the impact of technology on the workforce and the productivity of a business.  Apply knowledge to examination questions by recognising and responding accordingly to command words, using context for a range of international and global business contexts.	Understand the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.  Perform business calculations and the interpretation of these calculations. These calculations will be interpreted to help pupils understand how profitable a business is through the use of gross and net profit calculations.  Pupils will further develop their interpretation skills, by drawing conclusions from data, graphs and charts.	This unit focuses on how to grow a business by considering the organisational structure, recruitment, training and motivation to influence business activity.  Pupils will explore the impact of technology on the workforce and the importance of continuous training of employees. We exam the use of financial and nonfinancial motivators.  Apply knowledge and understanding to range of international and global business contexts.	Continue to apply knowledge and understanding to different business contexts from small enterprises to large multinationals and businesses operating in local, national and global contexts.  Recap topics based on feedback from assessments.  Continue to practice answering questions in business contexts.  Continue to embed the importance of the use of business terminology to demonstrate knowledge and understanding when constructing exam techniques.					
GCSE Assessment Objectives	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues</li> </ul>	<ul> <li>A01: Demonstrate knowledge and understanding of business concepts and issues</li> <li>A02: Application of knowledge</li> <li>A03: Analyse and evaluate business information and issues</li> </ul>					
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