

KS4 Curriculum Planning

Subject: GCSE Business

Year 10: Theme 1 Investigating Small Business

	Half term 1	Half term 2	Half term 3	Half Term 4	Half term 5	Half term 6
Substantive Knowledge Students should know ...	1.1 Enterprise and Entrepreneurship -Why new business ideas come about -The impact of risk and reward on business activity -The role of business enterprise and the purpose of business activity -The role of entrepreneurship	1.2 Spotting a business opportunity -Identifying and understanding customer needs -The purpose of market research -Methods of market research -The use of data in market research -How businesses use market segmentation to target customers -Understanding the competitive market	1.3 Putting a business idea into practice -What aims and business objectives are -Business aims and objectives when setting up -Why aims and objectives differ between businesses -The concept and calculation of business revenues, costs, and profits -Interpretation of break even diagrams -The importance of cash to a business -Calculation and interpretation of cash-flow forecasts -Sources of finance for a start-up or established small business	1.4 Making the business effective -The concept of limited liability -The types of business ownership for start-ups -The option of starting and running a franchise operation -Factors influencing business location -What the marketing mix is and the importance of each element -How the elements of the marketing mix work together -The role and importance of a business plan -The purpose of planning business activity	1.5 Understanding external influences on business -Who business stakeholders are and their different objectives -How stakeholders are affected by business activity and can impact business activity -Different types of technology used by business -How technology influences business activity -Purpose and impact of legislation -Impact of economic climate on businesses -The importance of external influences on business	Revision and exam practice End of Theme 1 Assessment
Disciplinary Knowledge Students should know how to	Apply their knowledge and understanding of enterprise and entrepreneurship to small business contexts and have an understating of how these contexts impact on business behaviour. They should also know how to apply this knowledge and understanding to business	Apply their knowledge and understanding of spotting a business opportunity to small business contexts and have an understating of how these contexts impact on business behaviour. They should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-	Apply their knowledge and understanding of putting a business idea into practice to small business contexts and have an understating of how these contexts impact on business behaviour. They should also know how to apply this knowledge and understanding to business decision making and use problem-solving and decision-	Apply their knowledge and understanding of how to make a business effective to small business contexts and have an understating of how these contexts impact on business behaviour. They should also know how to apply this knowledge and understanding to business decision making and use	Apply their knowledge and understanding of external influences on small business contexts and have an understating of how these contexts impact on business behaviour. They should also know how to apply this knowledge and	

	<p>decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	
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Subject: GCSE Business

Year 11: Theme 2 Building a Business

	Half term 1	Half term 2	Half term 3	Half Term 4	Half term 5	Half term 6
Substantive Knowledge Students should know ...	2.1 Growing the business -Method of business growth and their impact -The types of business ownership for growing businesses -Why business aims and objectives change as businesses evolve -How business aims and objectives change as businesses evolve -The impact of globalisation on businesses -Barriers to international trade -How businesses compete internationally -The impact of ethical and environmental considerations on businesses	2.2 Making Marketing decisions -The design mix -The product life cycle The importance to a business of differentiating a product / service -Pricing strategies and influences on the choice of these -Promotion strategies and the use of technology in using these -Methods of distribution -How the marketing mix is used to make business decisions	2.3 Making operational decision -The purpose of business operations -Production processes -Impact of technology on production -Tools used to manage stock -The role of procurement -The concept and importance of quality -The sales process -The importance to businesses of providing good customer service	2.4 Making financial decisions -The concept and calculation of gross and net profit -The calculation and interpretation of gross profit, net profit and the average rate of return -The use and interpretation of quantitative business data to support, inform and justify business decisions -The use and limitations of financial information	2.5 Making human resource decision -Different organisational structures and when each are appropriate -The importance of effective communication -Different ways of working -Different job roles and responsibilities -How businesses recruit people -How businesses train and develop employees -Why businesses train and develop employees -The importance of motivation in the workplace -How businesses motivate employees	
Disciplinary Knowledge Students should know how to	Apply this knowledge and understanding to the context of growing businesses and understand how this context impacts on business behaviour. They should also know how to apply this knowledge and understanding to	Apply this knowledge and understanding of marketing to the context of growing businesses and understand how this context impacts on business behaviour. They should also know how to apply this knowledge and understanding to business decision making and use	Apply this knowledge and understanding of operations to the context of growing businesses and have an understating of how this context impact on business behaviour. They should also know how to apply this knowledge and understanding to business	Apply this knowledge and understanding of finance to the context of growing businesses and have an understating of how this context impact on business behaviour. They should also know how to apply this knowledge and	Apply this knowledge and understanding of human resources to the context of growing businesses and have an understating of how this context impact on business behaviour. They should also know	

	<p>business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	<p>how to apply this knowledge and understanding to business decision making and use problem-solving and decision-making skills relevant to business. They should be able to investigate, analyse and evaluate business opportunities and issues and make justified decisions using a range of data and the application of quantitative skills.</p>	
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