

## KS4 Curriculum Plan

		LP1	LP2	LP3	LP4	LP5
TOPIC		1.1 & 1.2	1.3	1.4 & 1.5.1 & 1.5.2	1.5.3 - 1.5.5	2.1
Year 10 Business	Knowledge	1.1.1 the Dynamic nature of business 1.1.2 Risk and Reward & the role of business enterprise 1.2.1 Customer needs 1.2.2 Market Research 1.2.3 Market segmentation The competitive environment 1.3.1 Business aims and objectives	1.3.2 Business revenues, costs and profit 1.3.2 Breakeven 1.3.3 Cash Flow 1.3.4 Sources of finance 1.4.1 The options for start-up and small businesses. Sole traders, partnerships, limited companies and franchises	1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans 1.5.1 Business stakeholders 1.5.2 Technology and business	1.5.3 Legislation 1.5.4 The economy and business 1.5.5 External influences Recap/Revision	2.1 Business Growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, environment and business
	Procedural Knowledge	The study of Business in Year 10 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. Students will be introduced to local and national business contexts, focus is specifically on small businesses or those operating in a single UK location. Functional areas covered will be business operations, finance, marketing and human resources				
	Key Vocab	Entrepreneur, segmentation, primary, secondary, focus group, survey, questionnaire, added value, gap in the market, demographics,	Revenue, profit, breakeven, cash inflow, cash outflow, net cash flow, overdraft, mortgage, venture capital, trade credit, crowd funding, retained profit, shares, margin of safety, loss, unlimited liability, limited liability, sole trader, partnership, limited company	Marketing mix, public relations, e-commerce, forecast, pressure groups, stakeholder, shareholder, digital media,	Legislation, employment law, consumer law, obligation, inflation, interest rates, exchange rates, taxation, economic climate,	Organic growth, innovation, R&D, assets, share capital, stock, market floatation, multinationals, tariffs, trade blocs, globalisation, trade offs, sustainability
		LP1	LP2	LP3	LP4	LP5
TOPIC		2.1 & 2.2	2.3 & 2.4	2.5	Revision	Exams
Year 11 Business	Knowledge	2.1 Business Growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, environment and business 2.2.1 Product 2.2.2. Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process 2.4.1 Business calculations 2.4.2 Understanding business performance	2.5.1 Organisation structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation	Revision in preparation for the exam Exam questions, walking talking mocks, revision activities etc	Exams begin
	Procedural Knowledge	Focus on the key business concepts, issues and decisions used to grow a business. Impacts of the wider world on the decisions a business makes as it grows. National and global business contexts. Developing an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources				
	Key Vocab	Organic growth, innovation, R&D, assets, share capital, stock, market floatation, multinationals, tariffs, trade blocs, globalisation, trade offs, sustainability, function, aesthetics, extension strategies, market segments, e-tailers, marketing mix,	Job production, batch production, productivity, just in time (JIT), stock control, bar gate stock graphs, the sales process, gross profit, net profit, gross profit margin, net profit margin, average rate of return,	Hierarchical structures, flat structures, centralised, decentralised, barriers to communication, part-time, full-time, flexible working, freelance, training, retaining, remuneration, commission, job rotation, job enrichment, autonomy.	N/A	N/A