

KS4 Curriculum 2023-2024

Business Studies GCSE

	Year 10			Year 11		
	Knowledge and skills	Enrichment	Cross- Curricular	Knowledge and skills	Enrichment	Cross-curricular
Cycle 1	<p>Business Activity Looking at the topics that introduce students to the main objectives and underpinning foundations of the course such as: <i>entrepreneurs, business ownership, and aims and objectives</i></p> <p>This will then flow into the second unit of study:</p> <p>Marketing We begin looking at this unit by exploring market research and segmentation methods before beginning to identify the marketing mix.</p> <p>Mid Cycle Assessment: Business Activity</p> <p>End of Cycle Assessment: Business Activity/Marketing</p>	<p>Guest entrepreneur to come in and explain reasons for setting up their own business and the rewards it brings</p> <p>Creating your own “business” Enterprise Project (ongoing competition which will run for the year, using some homework opportunities and extended learning to establish their own business portfolio)</p>	<p>Construction/DT (Methods of production)</p> <p>Art (packaging and branding)</p> <p>Law (legal information needed on packaging of products)</p>	<p>External Influences This continues on from the prior learning in Year 10. This now builds upon this knowledge and explores concepts such as the business cycle, economic influences, globalisation and the EU.</p> <p>Finance This is the final unit of study and looks at the financial aspects of business activity. Topics to explore are sources of finance, cash flow forecasting, profit and loss accounts, the importance of breakeven and investment appraisal. This unit is also heavily assessed on quantitate and mathematical skills such as financial ratio’s and formulae are used.</p> <p>Mid Cycle Assessment: External Influences End of Cycle Assessment: Finance YEAR 11 MOCK PAPER 1</p>	<p>Get an MP to discuss the implications and impacts that Brexit has had on the UK economy.</p> <p>FTSE 100 Stock Market Challenge ran by The Times.</p>	<p>Economics</p> <p>Maths – percentage changes</p> <p>Politics</p>

Cycle 2	<p>Marketing This will continue cycle 1 learning where the marketing mix theory and understanding is learnt. This brings the marketing unit to a close with topics such as promotion and price.</p> <p>Human Resources Once the learning of Business Activity and Marketing has been taught, learners will then need to understand why people in organisations are so important. This unit covers topic such as recruitment and selection processes, training methods, and motivational techniques.</p> <p>Mid Cycle Assessment: Marketing</p> <p>End of Cycle Assessment: Human Resources</p>	<p>Keith Wright to come in and explain the role and purpose of trade unions to the class.</p> <p>Mock interview practice (formal)</p> <p>Trip to Bookers (wholesaler) to explain how distribution channels can work</p>	<p>Religion and Ethics – trade unions</p> <p>History – the history of trade unions in the UK and local economy</p> <p>Maths - understanding and calculating pay and salaries</p>	<p>REVISION AND CONSOLIDATION OF ALL 6 UNITS IN PREPARATION FOR YEAR 11 EXAMS</p> <p>YEAR 11 MOCK PAPER 2</p>		
Cycle 3	<p>Business Operations This looks in depth at how businesses produce and manufacture products. It looks on a national and international level at topics such as supply chains, sales processes and quality assurance.</p>	<p>“Business Portfolio” presentations</p>	<p>DT/Engineering – methods of production (job, batch and flow)</p>			

	<p>External Influences</p> <p>This unit looks at everything that may influence and impact businesses from any external force. This is therefore out of the businesses control and allows students to assess the competitive market critically. Topics covered such as Competition, dynamic marketplaces, business ethics and environmental and sustainability are explored.</p> <p>Mid Cycle Assessment: Business Operations/External Influences</p> <p>End of Cycle Assessment: YEAR 10 EOY MOCK</p>		<p>Computing for technological influence</p> <p>DT – CAD/CAM</p> <p>Religion and Ethics/History/RE – ethics in and around businesses</p> <p>Science and the Eco Council – for environmental and sustainability</p>			
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