

# KS4 BUSINESS CURRICULUM MAP

## THE BIG IDEAS:

|                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 To develop knowledge and understanding of business concepts and ideas ( AO1)                                                                                                              |
| 2 To be able to apply knowledge to case studies ( AO2)                                                                                                                                      |
| 3 To be able to evaluate business decisions (AO3)                                                                                                                                           |
| 4 Enterprise – to know and understand what is required to start and run a business ( characteristics' of an entrepreneur, types of business organizations and how to write a business plan. |
| 5 To know and understand why and how businesses depend on each other                                                                                                                        |
| 6 To consider the importance of marketing, Human resources, operations and finance on a business                                                                                            |

Trips: Cadbury's/ Business Convention/ Restaurant

Speakers: Marketing, Human Resources, Project Management

|                   | Autumn 1                                                                                                                                                                                                                                                             | Autumn 2                                                                                                                                                                                                                                    | Spring 1                                                                                                                                                                                               | Spring 2                                                                                                                                                  | Summer 1                                                                                                                                                                                                     | Summer 2                                                                                                                                                            |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>KEY SKILLS</b> | <ul style="list-style-type: none"> <li>• Knowledge and understanding of business concepts and ideas.</li> <li>• Learning how to apply knowledge to case studies.</li> <li>• Learning how to answer multiple choice questions and short answer questions.</li> </ul>  | <ul style="list-style-type: none"> <li>• To understand the concepts of marketing.</li> <li>• To develop the ability to make oral presentations</li> <li>• To create a marketing campaign</li> <li>• To develop analytical skills</li> </ul> | <ul style="list-style-type: none"> <li>• To evaluate methods of recruitment and selection</li> <li>• To develop interview skills</li> <li>• To be able to write a CV</li> </ul>                        | <ul style="list-style-type: none"> <li>• To apply knowledge by creating an induction training program</li> <li>• To understand employment laws</li> </ul> | <ul style="list-style-type: none"> <li>• To consolidate exam techniques and refine time management skills</li> <li>• To broaden understanding of business by applying knowledge to exam questions</li> </ul> | <ul style="list-style-type: none"> <li>• To consolidate overall knowledge and understanding of Units 1 – 3</li> <li>• To start and run a mini-enterprise</li> </ul> |
| <b>YEAR 10</b>    | Unit 1 Business Activity<br>1.1 Enterprise/Entrepreneurs<br>1.2 Business Plans<br>1.3 Types of Business Organisations<br>1.4 Aims and Objectives<br>1.5 Stakeholders<br>1.6 Business Growth<br>Oral presentations on Entrepreneurs (Peer assessment/self assessment) | Unit 2 Marketing<br>2.1 The Role of Marketing<br>2.2 Marketing Research<br>2.3 Market Segmentation<br>2.4 The Marketing Mix<br><br>Group Presentations                                                                                      | Unit 3 People<br>3.1 The Role of Human Resources<br>3.2 Organization Structures<br>Unit 3.3 Communication<br>Unit 3.4 Recruitment and Selection<br>Interview Skills<br>Application Forms<br>CV Writing | Unit 3 People<br>Unit 3.5 Training and Development<br><br>3.6 Employment Law                                                                              | Consolidating Units 1 – 3<br>GCSE Questions<br><br>Unit 4 Operations                                                                                                                                         | Revision<br><br>Mock Exam 1                                                                                                                                         |
| <b>YEAR 11</b>    | Unit 4 – Operations<br>4.1 Production<br>Unit 4.2 Quality<br>Unit 4.3<br>Unit 4.4<br>Unit 4.5<br>Unit 4.6 Consumer Law<br>Unit 5.1                                                                                                                                   | Unit 5.2<br>Unit 5.3 Break-even<br>Unit 5.4 Cash-Flow                                                                                                                                                                                       | Unit 6.1 Ethical Behavior<br>Unit 6.2 Globalization<br><br>Unit 6.3<br>Unit 7 The Interdependence of Businesses                                                                                        | Revision<br><br>Past GCSE Papers<br>Multiple Choice Questions                                                                                             | GCSE Exams                                                                                                                                                                                                   | GCSE Exams                                                                                                                                                          |