



GCSE Business Studies - Key Stage 4 Curriculum Overview

Progression from Key Stage 3 and optional progression through Post-16 :

	Autumn Term	Spring Term	Summer Term
Year 9			Students have not studied business before although their experiences as a consumer help introduce the subject.
Year 10	<p>Theme 1 - Topic 1.1 – Enterprise and Entrepreneurship 1.1.1 – The dynamic nature of business 1.1.2 – Risk and reward 1.1.3 The role of business enterprise EOT</p> <p>1.2 - Spotting a business opportunity 1.2.1 – Customer needs 1.2.2 – Market research 1.2.3 – Market segmentation 1.2.3 – The competitive environment EOT</p> <p>1.3 – Business aims and Objectives 1.3.1 – Putting a business idea into practice 1.3.2 – Business revenues, costs and profits 1.3.4 – Sources of business finance 1.3.3- Cash and Cash-flow EOT</p>	<p>1.4 – Making the business effective 1.4.1 – the options for start-up and small business 1.4.2 – Business location 1.4.3 – The marketing Mix 1.4.4 – Business plans EOT</p> <p>1.5 – Understanding external influences on business 1.5.2 – Technology and Business 1.5.1 – Business Stakeholders 1.5.3 – Legislation and Business 1.5.4 – The economy and business 1.5.5 – External Influences EOT</p>	<p>Theme 2 2.1 - Growing the business 2.1.1 – Business growth 2.1.2 – Changes in business aims and objectives 2.1.3 – Business and globalisation 2.1.4 – Ethics, the environment and business</p> <p>Exam techniques/revision</p> <p>End of year Exams. Mid-June Full Theme 1 Paper, 1 hour 45 mins.</p>
Year 11	<p>2.2 – Making marketing decisions 2.2.1 – Product 2.2.2 – Price 2.2.3 – Promotion 2.2.4 – Place 2.2.5 – Using the marketing mix to make business decisions</p>	<p>2.5 – Making human resource decisions 2.5.1 – Organisational structures 2.5.2 – Effective recruitment 2.5.3 – Effective training and development 2.5.4 – Motivation EOT</p> <p>Remaining time used for Theme 1 & Theme 2 Revision based on student data in Mocks & EOTs</p>	<p>Theme 1 & Theme 2 Revision based on student data in Mocks & EOTs</p> <p>Exam Technique practice</p>

	<p>Walking Talking Mocks of Theme 2 sections 2.1 and 2.2 only. Include range of Q types and arrange as Sections a, B and C. Guide time 1 hour.</p> <p>2.3 – Making operational decisions 2.3.1 – Business operations 2.3.2 – Working with suppliers 2.3.3 – Managing quality 2.3.4 – The sales process</p> <p>2.4 – Making financial decisions 2.4.1 – Business Calculations 2.4.2 – Understanding business performance</p> <p>Year 11 Exams Approx late Nov/early Dec Truncated Theme 2 Paper, removing any 2.5 questions. One hour plus, dependent</p>	Exam Technique practice	
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By the end of Key Stage 4 students should be able to:

- Understand Enterprise and entrepreneurship by assessing the dynamic nature of business, risk and reward and analysing the role of business enterprise.
- Spot a business opportunity through market research, market segmentation and understanding the competitive environment
- Analyse what makes a business effective and understand the external influences on a business
- Demonstrate knowledge of growing a business through different ownership styles, understanding business objectives and how they change over time as well as applying their understanding to globalisation business ethics.
- Make connections to the marketing mix and be able to make marketing decision using the 4Ps.
- Make operational decision by understanding different operation methods and the impact of technology on production, working with suppliers, managing suppliers and show an understanding on the elements of the sales process.
- Calculate gross profit and net profit as well as the profit margins whilst making financial decisions and understanding the business performance through data
- Draw conclusions and make human resource decisions by analysing organisational structures and different ways of working
- Analyse what effective recruitment is and review recruitment documents.
- Understand how businesses train and develop employees making links to motivation and retention as well as the use of new technology

- Demonstrate an understanding on the importance of motivation in the workplace.