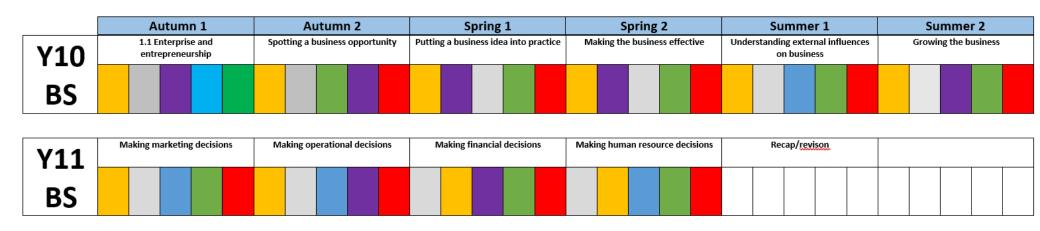
Curriculum Intent for KS4 Business Studies

- designed to develop enterprising and aspirational students with business acumen. They will be able to articulate life/work skills that they will use in the future in order to both develop their own pathways and to help their progress in their future careers. The curriculum is both theoretical and practical to facilitate our students with the understanding and the transferable work ethic of the workplace and the roles within it that will equip them with the cultural capital they will need to flourish in their life after school.
- Students will investigate and analyse real business opportunities ranging from sole traders to multinationals and issues (such as globalisation and ethical issues) that these business's face. They will understand the debate and arguments that business's and enterprise face which will equip our students with the ability to influence their modern world.



Threshold Concepts Business:

Business concepts, business Apply knowledge and understanding Develop as enterprising individuals Develop as effective and Use an enquiring, Investigate and analyse real critical approach to terminology, business objectives, the to contemporary business issues and with the ability to think commercially independent students, and as critical business opportunities and integrated nature of business activity and creatively to demonstrate make informed to different types and sizes of and reflective thinkers with issues to construct and the impact of business on businesses in local, national and business acumen, and draw on enquiring minds judgements wellargued, well-evidenced, individuals and wider society global contexts evidence to make informed business balanced and structured decisions and solve business arguments, demonstrating problems their depth and breadth of understanding of business



KEY STAGE 4 – AUTUMN HALF TERM 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	
			En	nterprise and Entrepreneurship)			
Content	The dynamic nature of business	The dynamic nature of business	The dynamic nature of business	Risk and reward	Risk and reward	The role of business enterprise	Adding value	
Assessment		Star Mark Outline two factors that might cause sales on the PS4 to decline. (6)					End of unit assessment	
Question type		6 mark					Multiple choice, 3 and 6 mark questions	
Level of support		Low					Low – control assessment	
Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	
			Growing the Business			Making Marketing decisions		
Content	Methods of growth	Finance for growth	Changes in business aims and objectives	Business and globalisation	Ethics, the environment and business	Price	Promotion	
Assessment			Star Mark To keep growing , Genius may have to choose between: Option A): Organic Growth Option B): Inorganic Growth Justify which ONE of these options Genius should choose?		End of unit assessment			
Question type			12 mark		Multiple choice, 3, 6 and 1 x 12 mark question			
Level of support			low		Low – Controlled assessment			
Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	

KEY STAGE 4 – AUTUMN HALF TERM 2

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	
_				Spotting a business opportunity					
Year 10	Content	Customer needs	Market segmentation	Market segmentation	Market segmentation	Market mapping	The competitive environment	Business aims and objectives	
	Assessment					Star Mark "Evaluate the importance of market research"	End of unit assessment		
	Question type					12 marker	Multiple choice, 3 and 6 mark questions		
	Level of support					low	Low – controlled assessment		
	Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	
				Making Marketing decisions			Making operatio	nal decisions	
	Content	Promotion	Place	Place	Using the marketing mix to make business decisions	Using the marketing mix to make business decisions	Business operations	Technology, Productivity and production	
Year 11	Assessment					End of unit assessment	Star Mark Fender is considering two options to increase its profitability: Option 1: Increase advertising Option 2: Increase prices (c) Justify which one of these options Fender should choose. (9)		
	Question type					Multiple choice, 3, 6 and 9 mark questions	9 mark		
	Level of support					Low – controlled assessment	Low		
	Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	

KEY STAGE 4 – SPRING HALF TERM 1

		W/C 2.1.23	W/C 9.1.23	W/C 16.1.23	W/C 23.1.23	W/C 30.1.23	W/C 6.2.23		
				Putting a Business idea into practice		Making the business effective			
	Content	Business aims and objectives	Business revenues, costs and profits	Business revenues, costs and profits	Cash and cash-flow	Cash and cash-flow	Sources of business finance		
rear 10	Assessment	Star Mark Analyze the impact on Mind Candy of changing its main business objective to survival.				End of unit assessment			
	Question type	6 mark				Multiple choice, 3 and 6 mark questions			
	Level of support	low				Low – controlled assessment			
	Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod		
•					Year 1	1 mocks			
			Making opera	ational decisions					
	Content	Managing Stock	Making opera	Managing quality	The sales process	Business calculations			
ear 11	Content	Managing Stock			The sales process End of unit assessment	Business calculations			
Year 11		Managing Stock	Procurement Star Mark Assess the benefits to Elvis & Kresse of holding large stocks			Business calculations			
Year 11	Assessment	Managing Stock	Procurement Star Mark Assess the benefits to Elvis & Kresse of holding large stocks of raw materials		End of unit assessment 1,2,3, 6,9 and 12 mark	Business calculations			

KEY STAGE 4 – SPRING HALF TERM 2

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
				Making the business effective			Making financial decisions
	Content	The options for start-up and small businesses	The options for start-up and small businesses	Business location	The marketing mix	The marketing mix	Business plans
year 10	Assessment	Star Mark Frog Bikes is considering two options to produce more bikes: Option 1: Build a new factory in the UK. Option 2: Expand production at the existing Chinese factory.				End of unit assessment	
	Question type	9 mark				1,2,3, 6,9 and 12 mark questions	
	Level of support	low				Low – controlled assessment	
	Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod

		Making financ	cial decisions	Making human resource decisions				
	Content	Understanding business performance	Understanding business performance	Organisational structures	Organisational structures	Effective recruitment	Effective training and development	
r 11	Assessment		End of unit assessment		Star Mark Genius bakery is considering expanding overseas. Evaluate the advantages and disadvantages to Genius bakery of the trend of becoming more interconnected		End of unit assessment	
уеа	Question type				12 mark		1,2,3, 6,9 and 12 mark questions	
	Level of support				Low		Low – controlled assessment	
	Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	

Year 10

KEY STAGE 4 – SUMMER HALF TERM 1

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6		
	Understanding external influences on Business							
Content	Legislation and business	The economy and business	Legislation and business	The economy and business	Legislation and business	External influences on business		
Assessment				Star Mark Discuss the impact on a small business from the introduction of new employment laws.		End of unit assessment		
Question type				6 mark		1,2,3, 6,9 and 12 mark questions		
Level of support				low		Low – controlled assessment		
Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod		

KEY STAGE 4 – SUMMER HALF TERM 2

	Week 1	Week 2	Week 3 Year 10 mocks	Week 4	Week 5	Week 6	
			Cat	ch up/move onto yea	r 11		
Content	Catch up/move onto year 11	Catch up/move onto year 11	Catch up/move onto year 11	Catch up/move onto year 11	Catch up/move onto year 11	Catch up/move onto year 11	Catch up/move onto year 11
Assessment			Full mock paper based on theme 1				
Question type			Full paper				
Level of support			Low- exam conditions				
Homework	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod	GCSE Pod