



Curriculum Plan Key Stage 4 **Business Studies**

Academic year: 2020/21		Head of department: David Chattell (d.chattell@todhigh.co.uk)	
Term 1			
Year 10		Year 11	
<ul style="list-style-type: none"> • The dynamic nature of business • Risk and reward • The role of business • Enterprise • Customer needs • Market research • Market segmentation • The competitive environment 		<ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions • Business operations • Working with suppliers • Managing quality • The sales process 	
Term 2			
Year 10		Year 11	
<ul style="list-style-type: none"> • Business aims and objectives • Business revenues, costs and profits • Cash and cash-flow • Sources of business finance • The options for start-up and small businesses • Business location • The marketing mix • Business plans 		<ul style="list-style-type: none"> • Business calculations • Understanding business performance • Organisational structures • Effective recruitment • Effective training and development • Motivation 	
Term 3			
Year 10		Year 11	
<ul style="list-style-type: none"> • Business stakeholders • Technology and business • Legislation and business • The economy and business • External influences • Business growth • Changes in business aims and objectives • Business and globalisation • Ethics and the environment 		<ul style="list-style-type: none"> • Exam Preparation 	

Homework/revision	
Year 10	Year 11
Homework will be set in accordance with the timetable and set through paper based exam questions to research and answer. In addition, alternative homework will be set through Seneca. All homework preparation will be based on the requirements of the exam.	Homework will be set in accordance with the timetable and set through paper based exam questions to research and answer. In addition alternative homework will be set through Seneca. All homework preparation will be based on the requirements of the exam.
Assessment	
Year 10	Year 11
Students complete a formal written assessment at the end of each unit. They will cover all the work that they have covered to that date. This is a written paper and will be completed in exam conditions.	Students complete a formal written assessment at the end of each unit. They will cover all the work that they have covered to that date. This is a written paper and will be completed in exam conditions.

How can parents and carers help?	
Year 10	Year 11
Students will have a knowledge organiser, please help them revise and test them thoroughly.	Students will have a knowledge organiser, please help them revise and test them thoroughly.