



What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to give learners the opportunity to explore real business issues and how businesses work. Learners will consider the practical application of business concepts. This year students will:

1. Know and understand the purpose and nature of businesses, business organisations, setting of business objectives and aims, stakeholders in businesses, business planning, location and expansion, organisational structures and human resources management, business terminology, the integrated nature of business activity and the impact of business on individuals and wider society.
2. Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.
3. Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds use an enquiring, critical approach to make informed judgements.
4. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business.
5. Develop and apply quantitative skills relevant to business, including using and interpreting data.
6. Develop and apply business literacy skills in terms of reading and interpreting case studies, news stories and other relevant texts; oracy in terms of ability to respond in class to questions and participation in discussions; writing well-constructed answers, using business terminology and context where appropriate.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	<p>3.1 Business in the real world</p> <p>3.1.3 Setting business aims and objectives</p>	<ul style="list-style-type: none"> • What are business aims and objectives? • Purpose of setting objectives • Role of objectives in running a business • Changing objectives 	<ul style="list-style-type: none"> • To understand the main aims and objectives for businesses. • To understand the role of objectives in running a business. • To understand how and why the objectives set will differ between businesses. 	<ul style="list-style-type: none"> • Written homework activities • Individual and group project presentations • Formative written tests •

3.1.4 Stakeholders

- Use of objectives in judging success
- Main stakeholders of businesses
- Objectives of stakeholders
- Impact of business activity on stakeholders
- Impact and influence stakeholders have on businesses

- To understand how and why the objectives set may change as businesses evolve.
- To understand the success of a business can be measured in other ways than profit.

- To understand what is meant by a stakeholder and who the main stakeholders of a business are.
- To understand the main objectives of stakeholders.
- To understand the impact that business activity and decisions have on stakeholders.
- To understand the impact and influence stakeholders have on businesses and their objectives.
- To understand how businesses may face conflict between stakeholders. (PSHE Respectful relationships, including friendships)

3.1.5 Business location

- Factors influencing the location decision of a business

- To understand what is meant by location.
- To understand the factors that influence the location decision of a business.
- To evaluate the appropriate location for a variety of businesses.
- To understand why some businesses decide to locate in other countries.

3.1.6 Business planning

- The purpose of business planning
- The main sections within a business plan
- Basic financial terms
- Basic financial calculations

- To understand the reasons why businesses create plans.
- To understand the main sections of a business plan.
- To analyse the benefits and drawbacks of business planning. (PSHE Respectful relationships, including friendships)
- To understand the difference between variable costs, fixed costs and total costs
- To understand the concept of revenue, costs, profit and loss.
- To calculate revenue, costs, profit and loss.
- **Links to careers:** business owner, manager, employee, accountant, banker

	<p>3.1.7 Expanding a business</p>	<ul style="list-style-type: none"> • Methods of expansion • Benefits and drawbacks of expansion • Economies of scale • Diseconomies of scale 	<ul style="list-style-type: none"> • To understand the methods used by businesses when expanding. • To discuss the advantages and disadvantages of each method of growth. <p>(PSHE Respectful relationships, including friendships)</p> <ul style="list-style-type: none"> • To understand the benefits of growth in terms of unit cost advantages due to economies of scale. • To understand that, with growth, businesses increase the risk of diseconomies of scale. • To calculate and interpret average unit costs. <ul style="list-style-type: none"> • introduce case studies, application and analytical skills (AO2 and AO3) and developing chains of reasoning • Understand how to peer and self-assess (PSHE Respectful relationships, including friendships) 	
<p>Autumn 2</p>	<p>6-mark prep:</p> <p>3.4.1 Organisational structures</p> <p>3.4.2 Recruitment and selection of employees</p> <p>3.4.3 Motivating employees</p>	<ul style="list-style-type: none"> • PEEL • Chain of reasoning • Meaning of assessment criteria <ul style="list-style-type: none"> ○ AO1 – knowledge ○ AO2 – application ○ AO3 – analysis • How to use mark scheme <ul style="list-style-type: none"> • Organisational structures • Appropriateness of organisational structures • Centralisation and decentralisation Centralisation and decentralisation <ul style="list-style-type: none"> • The need for recruitment • Methods of recruitment and selection of employees. • Contracts of employment 	<ul style="list-style-type: none"> • introduce case studies, application and analytical skills (AO2 and AO3) and developing chains of reasoning • Understand how to peer and self-assess (PSHE Respectful relationships, including friendships) <ul style="list-style-type: none"> • To understand internal organisational structures, span of control, chain of command, delayering and delegation. • To understand why businesses have internal organisational structures. <p>(PSHE Respectful relationships, including friendships)</p> <ul style="list-style-type: none"> • Appropriateness of organisational structures <ul style="list-style-type: none"> • To understand the difference between internal and external recruitment. • To understand the benefits and drawbacks of internal and external recruitment. • To outline the main stages in the recruitment and selection process. • To analyse the benefits of having an effective recruitment and selection process for a business. 	<ul style="list-style-type: none"> • Written homework activities • Individual and group project presentations • Formative written tests • Summative written tests

3.4.4 Training

- Importance of motivation in the workforce
- Methods to motivate staff
- Importance of training the workforce
- Types of training undertaken by businesses

- To understand the difference between part time and full time contracts, job share and zero hour contracts.
- To understand the benefits of full and part time employment.
- **Links to careers:** business owner, manager, employee, human resources manager
- To understand the benefits of a motivated workforce (include staff retention and high productivity)
- To understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing).
- To understand the use of non-financial methods of motivation.
- To explain the benefits of training employees for a business.
- To understand the methods of training undertaken by businesses.
- To explain the benefits of induction training.
- To analyse the benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for a variety of businesses.
- **(PSHE Respectful relationships, including friendships)**
- **Links to careers:** business owner, manager, employee, human resources manager

Spring 1

3.2 Influences on business

3.2.1 Technology

- The ways in which advances in ICT have allowed customer services to develop
- Impact of the changing use of ICT
- E-commerce
- Digital communication
- Ethical considerations
- Environmental considerations

- To understand the reasons why advances in ICT have allowed customer services to develop
- To understand the impact of the changing use of ICT and how it influences business activity.
- To understand how e-commerce provides access to wider markets.
- To understand how digital communication changes the way businesses communicate with stakeholders. **(PSHE On line and media)**

- Written homework activities
- Individual and group project presentations
- Formative written tests

3.2.2 Ethical and environmental considerations

- Sustainability
- Interest rates
- Level of employment
- Consumer spending
- How UK businesses compete internationally

- To identify and analyse where there may be a possible trade-off between ethics and profit.
- To understand the benefits and drawbacks of ethical behavior.
- To understand how businesses and consumers accept greater environmental responsibility in their decision-making and the costs and benefits of businesses behaving this way. (PSHE Respectful relationships, including friendships)
- To identify and analyse where there may be a possible trade-off between sustainability and profit
- To demonstrate and understand how businesses might be affected by changes in the rate of interest
- To understand how fluctuating interest rates can affect consumer and business spending.
- To identify how and why businesses might be affected by changes in levels of employment.
- Links to careers: business analyst, economist
- To understand what is meant by globalisation
- To understand the methods UK businesses use to compete internationally.
- To analyse the benefits and drawbacks of globalisation for UK businesses.
- To understand the impact of exchange rates on the profit and sales of those businesses that import and/or export.

3.2.3 The economic climate on business

3.2.4 Globalisation

Spring 2

3.2.5 Legislation

- Exchange law
- Employment law
- Health and Safety law
- Consumer law
- Impact on businesses of operating in competitive markets.
- Uncertainty and risks businesses face

- To assess the impact of employment legislation on businesses.
- To understand the consequences of failing to follow legislation for the business.
- To assess the impact of health and safety and consumer legislation on businesses. (PSHE being safe)
- To understand the benefits of providing a safe working environment.
- Links to careers: trading standards officer, lawyer
- To understand the meaning of a market and competition.

- Written classroom activities
- Written homework activities
- Formative written tests
- Summative written tests

3.2.6 Competitive environment

3.3 Business Operations

3.3.1 Production process

- Methods of production – job
- Methods of production – flow
- Efficiency in production – lean production
- Efficiency in production – just in time (JIT)
- Managing stock – just in time (JIT)

3.3.2 The role of procurement

- Managing stock – just in case (JIC)
- Factors affecting choice of suppliers
- The effects of procurement and logistics on a business
- The value of effective supply chain management
- The value of effective supply chain management

- To analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition.
- To understand the risks businesses face and the reasons why all businesses face uncertainty.
- To understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks.
- **Links to careers:** business owner, manager, business analyst

- To understand what is meant by job production.
- To understand what is meant by flow production.
- To understand when each method of production is appropriate.
- **To understand how production might be made more efficient by the use of lean production techniques. (PSHE Respectful relationships, including friendships)**
- To understand how production might be made more efficient by the use of just in time (JIT) techniques.
- **Links to careers:** business owner, manager, business operations manager, inventory control manager

- To evaluate the use of managing stock using JIT to a given business
- To evaluate the use of managing stock using JIC to a given business.
- **To understand the factors affecting the choice of suppliers.**
- **To analyse the factors that affect the choice of supplier for a given business. (PSHE Respectful relationships, including friendships)**
- To understand what procurement and logistics are and their effect on a business.
- To understand that the benefits of reduced costs must be balanced against the quality of service.
- To understand what a supply chain is.

	<p>3.3.3 The concept of quality</p>	<ul style="list-style-type: none"> • Consequences of quality issues • Methods of maintaining consistent quality: Total quality management (TQM) 	<ul style="list-style-type: none"> • To explain the benefits of managing an effective supply chain Links to careers: business owner, manager, buyer, supply chain manager, sales manager • To understand that customers have expectations of quality in terms of the production of goods and the provision of services. (PSHE Respectful relationships, including friendships) • To understand how businesses identify quality problems and businesses measure quality. • To understand the consequences of quality issues. 	
<p>Summer 1</p>	<p>3.3.3 The concept of quality</p> <p>3.3.4 Good customer service</p> <p>3.5 Marketing</p> <p>3.5.1 Identifying and understanding customers</p>	<ul style="list-style-type: none"> • Costs and benefits of maintaining quality • Methods of good service • Benefits of good customer service • Dangers of poor customer service • The importance of identifying and satisfying customer needs 	<ul style="list-style-type: none"> • To understand the methods businesses use to maintain consistent quality. • To identify the advantages to a business of using TQM. • To understand the costs and benefits of maintaining quality. • To understand the possible quality issues as businesses grow. • Links to careers: business owner, manager, business operations manager, quality manager • To analyse the techniques businesses use to provide good customer service. • To understand the sales process. • To understand the importance of providing good service to customers. • To understand the dangers of poor customer service. (PSHE Respectful relationships, including friendships) • To understand the reasons why advances in ICT have allowed customer services to develop (PSHE Online and media) • Links to careers: business owner, manager, buyer, sales manager, customer service manager • To understand the importance of identifying and satisfying customer needs. (PSHE Respectful relationships, including friendships) 	<ul style="list-style-type: none"> • Written classroom activities (focus on 6-mark) • Written homework activities • Formative written tests • Summative written tests (focus on 6-mark)

	<p>3.5.2 Segmentation</p> <ul style="list-style-type: none"> • Types of segmentation <p>3.5.3 The purpose and methods of market research</p> <ul style="list-style-type: none"> • Purpose of market research • Methods of market research • Use of market research: information that may help decision making 	<ul style="list-style-type: none"> • To understand the methods and criteria businesses use to segment the market (PSHE Respectful relationships, including friendships) <p><u>Links to careers:</u> business owner, marketing manager</p> <ul style="list-style-type: none"> • To understand why businesses conduct market research. (PSHE Respectful relationships, including friendships) • To understand the types of information collected in market research. • To understand the meaning of primary market research and the methods used to collect primary data. • To understand the benefits and drawbacks for various market research techniques. • To evaluate the best method for a given business. • To be able to interpret and use qualitative and quantitative market research findings to help make appropriate decisions for different types of business. • To understand the difference between market size and market share. <p><u>Links to careers:</u> business owner, marketing manager, market research manager, analyst</p>	
<p>Summer 2</p> <p>9-mark prep:</p> <p>Content consolidation</p> <p>Alliance Challenge</p>	<ul style="list-style-type: none"> • Conclusion structure (5Ws)) • Meaning of assessment criteria <ul style="list-style-type: none"> ○ AO1 – knowledge ○ AO2 – application ○ AO3 – analysis • How to use a mark scheme <ul style="list-style-type: none"> • Team building, self confidence 	<ul style="list-style-type: none"> • introduce skill of writing justified conclusion (AO3) • Understand how to peer and self-assess (PSHE Respectful relationships, including friendships) <ul style="list-style-type: none"> • To recall, retrieve and recap key content and concepts from academic year curriculum • Team work and collaboration 	<ul style="list-style-type: none"> • Written classroom activities (independent work focus on 9-mark) • Written homework activities (focus on 9-mark) • Individual and group project presentations • Formative written tests • Summative written tests (focus on 6 and 9-mark) • Presentations done individually and collaboratively

- Project work
- Team work