

Overview of KS4 Curriculum Topics: Business

| Term | Year 10 | Year 11 |
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| 1 | <p>Spotting a Business Opportunity <i>Students learn about understanding customer needs, how to carry out market mapping and assess the competition. Adding value and analysing the benefits of franchising is assessed for how it makes a successful business.</i></p> <p>Whole School Assessment 1/4</p> | <p>Marketing <i>Students learn about how marketing, the marketing mix and carrying out market research helps to make business decisions. In sales, how do product trials encourage repeat purchases? Students also learn how a product's life cycle, portfolio, branding and differentiation helps to create competitive advantage.</i></p> <p>Whole School Assessment 1/4</p> |
| 2 | <p>Showing Enterprise <i>Students learn about what enterprise is, how to think creatively and understand how entrepreneurs invent and innovate new business ideas while also assessing calculated risk.</i></p> <p>Whole School Assessment 2/4</p> | <p>Meeting customer needs <i>Students learn about cool design, impeccable research and products and how to differentiate these from competitors. Students will learn that businesses should meet and surpass customer satisfaction. They will also learn how tight stock control, maximum productivity with minimal costs and low prices allow a business to be competitive.</i></p> <p>Whole School Assessment 2/4</p> |
| 3 | <p>Putting a business idea into practice <i>Students learn about what it takes to be entrepreneurial. What goals should we set? How do we make a business idea work? Business costs, profits, cash flow and revenues; how should they be included into our business plan? Where do we look for sustainable start-up business finance?</i></p> <p>Whole School Assessment 2/4</p> | <p>Effective financial management <i>Students learn about how break-even, improved cash flow and profit can all be achieved when knowing the break-even point and knowing how to generate internal and external sources of finance that are available to a business to instigate financial growth.</i></p> <p>Whole School Assessment 2/4</p> |
| 4 | <p>Making the start-up effective <i>Students learn about inventing or innovating a business idea. What is the business' goal? What entrepreneurial attributes should I recruit into the team? How do I control my finances and which organisations can I go to for advice?</i></p> <p>Whole School Assessment 2/4</p> | <p>Effective people management <i>Students learn about the organisational structure of a business and how it is designed to meet employees' needs and wants while influencing motivation. They will explore how the impact of easy and fast communication opens up opportunities for collective and individual success reinforced by proportionate remuneration and in-kind payment systems.</i></p> <p>Whole School Assessment 2/4</p> |
| 5 | <p>The economic context <i>Students learn about how the local, regional, national and international economic environment can affect business. Is supply keeping up with demand for my product/service and how much should I charge to stay profitable? How do interest rates, exchange rates on imports and exports affect the business cycle? How are stakeholders affected by these factors?</i></p> <p>Whole School Assessment 2/4</p> | <p>The wider world affecting business <i>Students learn how business ethics and profit seeking do not always work in harmony. Students will examine how environmental controls can be overlooked when profit becomes of paramount importance and income differentials can affect international trade.</i></p> <p>Whole School Assessment 2/4</p> |

