

## KS4 Curriculum Map – Business Studies:

<b>Topic</b>	<b>Substantive Knowledge</b>  This is the specific, factual content for the topic, which should be connected into a careful sequence of learning.	<b>Disciplinary Knowledge (Skills)</b>  This is the action taken within a particular topic in order to gain substantive knowledge.	<b>Assessment Opportunities</b>  What assessments will be used to measure student progress?
Introduction to Business Project	<ul style="list-style-type: none"> <li>• Entrepreneurs</li> <li>• Field visit</li> <li>• Business idea &amp; development</li> <li>• Sales Pitch</li> </ul>	<ul style="list-style-type: none"> <li>• Investigation of the local area to examine the relationships between different businesses and its consumers.</li> <li>• Group work to discuss and identify a potential business idea. This business idea will be referred back to throughout the term as students plan all aspects of the business in preparation for a Xmas fair.</li> </ul>	<ul style="list-style-type: none"> <li>• Baseline assessment</li> <li>• Informal presentations</li> <li>• Write up of findings</li> <li>• Teacher observation</li> </ul>
The purpose & methods of market research	<ul style="list-style-type: none"> <li>• Purpose</li> <li>• Appropriate calculations</li> <li>• Uses</li> <li>• Methods</li> </ul>	<ul style="list-style-type: none"> <li>• Primary and secondary research will be conducted for the student's businesses</li> <li>• Students will learn how to calculate market share, market growth.</li> <li>• Interpret and evaluate research findings</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written assessment</li> </ul>
Segmentation	<ul style="list-style-type: none"> <li>• The market</li> <li>• What is segmentation</li> <li>• Ways to segment</li> </ul>	<ul style="list-style-type: none"> <li>• Students will investigate how and why different businesses use segmentation to target customers, including: gender, age, location, income</li> <li>• They will consider how best to segment the market for their business and make appropriate decisions</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written assessment</li> </ul>

Identifying & understanding customers	<ul style="list-style-type: none"> <li>• An exchange process</li> <li>• Identifying a business opportunity</li> <li>• Increasing sales</li> <li>• Selecting the correct marketing mix</li> <li>• Avoid costly mistakes</li> <li>• Be competitive</li> </ul>	<ul style="list-style-type: none"> <li>• Students will investigate different groups of consumers for different businesses</li> <li>• Consideration of their own customers and decisions about how best to cater to them.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations</li> </ul>
The purpose & nature of business	<ul style="list-style-type: none"> <li>• The purpose of business</li> <li>• Reasons for starting a business</li> <li>• Types &amp; basic functions</li> <li>• Dynamic nature of business</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate types and functions of businesses</li> <li>• Discuss the reasons why people set up different types of businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> </ul>
Business Ownership	<ul style="list-style-type: none"> <li>• Sole trader</li> <li>• Partnership</li> <li>• Companies</li> <li>• Not-for-profit organisations</li> <li>• Which is the right form?</li> </ul>	<ul style="list-style-type: none"> <li>• Learn the advantages and disadvantages of each type of ownership.</li> <li>• Make decisions that are appropriate for specific circumstances. Which type of ownership is most suitable?</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written assessment</li> </ul>
Setting business aims & objectives	<ul style="list-style-type: none"> <li>• What are aims &amp; objectives</li> <li>• The purpose of setting objectives</li> <li>• The role of objectives</li> <li>• Changing objectives</li> <li>• Using objectives to measure success</li> </ul>	<ul style="list-style-type: none"> <li>• Students will consider why firms have objectives, how they change over time and make decisions about which type of aims and objectives are most important in a variety of settings.</li> </ul>	<ul style="list-style-type: none"> <li>• Group task</li> </ul>
Stakeholders	<ul style="list-style-type: none"> <li>• The main stakeholders</li> <li>• The objectives of stakeholders</li> <li>• How does a business have an impact on stakeholders?</li> <li>• How stakeholders can influence a business</li> </ul>	<ul style="list-style-type: none"> <li>• Students will weigh up the impact of business decisions on different stakeholder groups identifying who has most influence or why there may be conflict</li> </ul>	<ul style="list-style-type: none"> <li>• Role play exercise (observed)</li> </ul>
Business location	<ul style="list-style-type: none"> <li>• Why is location important</li> <li>• Factors influencing location</li> </ul>	<ul style="list-style-type: none"> <li>• Students will consider the most important factors when deciding location for a business.</li> <li>• Assess risk of choosing different locations and evaluate to make appropriate choices</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written assessment</li> </ul>

Business planning	<ul style="list-style-type: none"> <li>• The purpose of business planning</li> <li>• The main sections</li> <li>• What is included in the financial section</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn about the purpose and need for business plans and will complete a business plan for a specific business</li> </ul>	<ul style="list-style-type: none"> <li>• Written task</li> </ul>
Expanding a business	<ul style="list-style-type: none"> <li>• Business expansion</li> <li>• Methods of business expansion</li> <li>• Internal growth</li> <li>• External growth</li> <li>• Advantages &amp; disadvantages of business expansion</li> <li>• Economies of scale</li> <li>• Expanding abroad</li> </ul>	<ul style="list-style-type: none"> <li>• Students will examine a range of businesses that have grown through mergers and takeovers. They will evaluate the benefits and drawbacks of the decisions.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Research task</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• What is ICT?</li> <li>• E-commerce</li> <li>• Digital communication</li> </ul>	<ul style="list-style-type: none"> <li>• Investigation of the different ways in which IT is used within business and its growing importance. Benefits and drawback will be evaluated.</li> </ul>	<ul style="list-style-type: none"> <li>• Group tasks</li> </ul>
Ethical & Environmental considerations	<ul style="list-style-type: none"> <li>• Business &amp; ethical considerations</li> <li>• Business &amp; the environment</li> <li>• The advantages &amp; disadvantages of environmentally friendly &amp; ethical policies</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn about the importance of ethical considerations via a range of debates and documentaries.</li> </ul>	<ul style="list-style-type: none"> <li>• Debates</li> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>
The economic climate of business	<ul style="list-style-type: none"> <li>• What is the economic climate?</li> <li>• Interest rates &amp; the economic climate</li> <li>• Levels of employment &amp; consumer spending</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn how a range of economic factors influence businesses.</li> <li>• Calculate interest and evaluate its effect on firms</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>

Globalisation	<ul style="list-style-type: none"> <li>• What is it?</li> <li>• Benefits &amp; drawbacks of globalisation</li> <li>• How UK businesses compete internationally</li> <li>• Exchange rates</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and debate the effects of globalisation on businesses</li> <li>• Calculate exchange rate changes and evaluate the effect of them on different businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• MULTIPLE CHOICE QUESTIONS</li> </ul>
Legislation	<ul style="list-style-type: none"> <li>• What is legislation?</li> <li>• Employment law</li> <li>• Health &amp; safety law</li> <li>• Consumer law</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and debate the effects of legislation on consumers, staff and the business itself.</li> </ul>	<ul style="list-style-type: none"> <li>• Written questions</li> </ul>
The competitive environment	<ul style="list-style-type: none"> <li>• Markets &amp; competition</li> <li>• Business, uncertainty &amp; risk</li> <li>• Entrepreneurs &amp; new businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Students will investigate how firms compete with each other.</li> <li>• They will make appropriate decisions about the best methods for certain situations.</li> </ul>	<ul style="list-style-type: none"> <li>• Written tasks</li> </ul>
Production processes	<ul style="list-style-type: none"> <li>• Production management</li> <li>• Methods of production</li> <li>• Efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Students will conduct role play production exercises and analyse the effects of using different production methods.</li> <li>• Students will evaluate the benefits and drawbacks of different methods and make choices about what is best.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> <li>• Teacher observation</li> </ul>
The role of procurement	<ul style="list-style-type: none"> <li>• Managing stocks</li> <li>• Working with suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Students will evaluate the different ways that firms manage stock such as JIT and JIC.</li> <li>• They will make decisions about the most appropriate methods</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>
The concept of quality	<ul style="list-style-type: none"> <li>• The meaning of quality</li> <li>• Meeting customer expectations</li> <li>• Measuring quality &amp; identifying problem</li> <li>• The consequences of poor quality</li> <li>• Maintaining consistent quality</li> <li>• The costs &amp; benefits of maintaining quality</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn the benefits and drawbacks of different methods of maintaining quality.</li> <li>• They will take part in a role play exercise where a variety of personnel in a firm aim to tackle quality issues considering the</li> </ul>	<ul style="list-style-type: none"> <li>• Roleplay observation</li> </ul>

		holistic impact on the different functional areas of the business.	
Good customer service	<ul style="list-style-type: none"> <li>• What is good customer service</li> <li>• Methods of good service</li> <li>• Benefits of good customer service</li> <li>• Dangers of poor customer service</li> <li>• How ICT can help businesses to offer good customer services</li> </ul>	<ul style="list-style-type: none"> <li>• The benefits and drawbacks of good customer service will be evaluated with students encouraged to weigh up the trade-off between service and costs.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>
Organisational Structures	<ul style="list-style-type: none"> <li>• Why have organisational structures</li> <li>• Job roles &amp; responsibilities within organisational structures</li> <li>• Using organisational structures</li> <li>• Centralisation &amp; Decentralisation</li> </ul>	<ul style="list-style-type: none"> <li>• Students will construct, interpret and evaluate the appropriateness of a range of organisational structures for different firms.</li> <li>• Different types of decisions making will be evaluated and the connection with other aspects of HR will be investigated such as motivation, leadership, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>
Recruitment & selection of employees	<ul style="list-style-type: none"> <li>• Why the need to recruit?</li> <li>• How businesses recruit &amp; select employees</li> <li>• The recruitment &amp; selection process</li> <li>• Contracts of employment</li> </ul>	<ul style="list-style-type: none"> <li>• Students will complete the recruitment process for a fictional job. They will undertake each stage and conduct mock interviews, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Observation of mock recruitment process.</li> </ul>
Motivating employees	<ul style="list-style-type: none"> <li>• The importance of motivation</li> <li>• Methods of motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Students will evaluate the different financial and non-financial methods of motivation evaluating which are most suitable or effective.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>
Training	<ul style="list-style-type: none"> <li>• The importance of training</li> <li>• Type of training</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn the benefits and drawbacks of different types of training and evaluate which is most suitable for different jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written tasks</li> </ul>

Recap	<ul style="list-style-type: none"> <li>Identifying &amp; understanding customers</li> <li>Segmentation</li> <li>The purpose &amp; methods of market research</li> </ul>	<ul style="list-style-type: none"> <li>There will be a short knowledge recap of these topics studied in Y9 as they underpin student understanding of marketing (the subsequent topic)</li> </ul>	<ul style="list-style-type: none"> <li>MULTIPLE CHOICE QUESTIONS</li> <li>Definitions and knowledge test</li> </ul>
Elements of the marketing mix	<ul style="list-style-type: none"> <li>What is it?</li> <li>Elements of the marketing mix</li> <li>Choosing the best</li> </ul>	<ul style="list-style-type: none"> <li>Students will analyse the different elements of marketing used by businesses and suggest which methods are most suitable in different situations.</li> </ul>	<ul style="list-style-type: none"> <li>Presentations</li> </ul>
Using the marketing mix: product & pricing	<ul style="list-style-type: none"> <li>The product</li> <li>New products</li> <li>Product portfolio</li> <li>Introduction to pricing</li> <li>Factors influencing the price</li> </ul>	<ul style="list-style-type: none"> <li>Students will learn about the product life cycle and the effect it has on business' cash flow, etc</li> <li>This will be linked to product portfolio and the Boston matrix so that students can evaluate the choices a business makes when deciding whether to adapt their range of products.</li> <li>A range of pricing strategies will be studied with students evaluating when the different methods are most likely to work effectively.</li> </ul>	<ul style="list-style-type: none"> <li>MULTIPLE CHOICE QUESTIONS</li> <li>Written tasks</li> <li>Group exercise</li> <li>Presentations</li> </ul>
Promotion & distribution	<ul style="list-style-type: none"> <li>Introduction to promotion</li> <li>What is it used for?</li> <li>The distribution channel</li> </ul>	<ul style="list-style-type: none"> <li>Students will evaluate the different promotional methods and suggest the most appropriate ones for different situations.</li> <li>The different methods of distribution will be examined with students learning why different channels are beneficial in different situations.</li> </ul>	<ul style="list-style-type: none"> <li>MULTIPLE CHOICE QUESTIONS</li> <li>Written tasks</li> <li>Presentations</li> </ul>
Sources of finance	<ul style="list-style-type: none"> <li>Why raise finance?</li> <li>Sources – Internal/External</li> <li>Choosing the right one</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate the benefits and drawbacks of different sources of finance and make decisions about the most appropriate ones for a business</li> </ul>	<ul style="list-style-type: none"> <li>Calculations</li> <li>MULTIPLE CHOICE QUESTIONS</li> <li>Written assessment</li> </ul>

Cash flow	<ul style="list-style-type: none"> <li>• What is it?</li> <li>• Why is it important?</li> <li>• Interpreting cashflow</li> <li>• Cash vs profit</li> </ul>	<ul style="list-style-type: none"> <li>• Produce, interpret and calculate cash flow forecasts and statements</li> <li>• Learn about how businesses can improve their cash flow if necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• MULTIPLE CHOICE QUESTIONS</li> <li>• Written assessment</li> </ul>
Financial terms & calculations	<ul style="list-style-type: none"> <li>• Basic financial terms</li> <li>• Investment &amp; Average rate of return</li> <li>• Breakeven analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Calculate ARR, breakeven, types of profit</li> <li>• Interpret the results to make appropriate decisions and investment appraisals.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> </ul>
Analysing the financial performance of a business	<ul style="list-style-type: none"> <li>• Why prepare financial statements?</li> <li>• Components of financial statements</li> <li>• Interpreting financial statements</li> <li>• Importance of financial statements</li> </ul>	<ul style="list-style-type: none"> <li>• Create, calculate and interpret financial documents including a profit and loss account and a balance sheet.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> </ul>
Holistic examination of Businesses	<ul style="list-style-type: none"> <li>• How do the different functional areas relate to each other</li> </ul>	<ul style="list-style-type: none"> <li>• Students will aim to connect the different aspects of a business</li> <li>• A range of scenarios will be examined holistically to deepen student understanding of the interconnectedness of the functional areas within a business</li> </ul>	<ul style="list-style-type: none"> <li>• 12 mark questions.</li> </ul>