

Business Enterprise KS4 Curriculum Map

	Term 1 (September – December)		Term 2 (January – March)		Term 3 (April – July)	
Year 10 THEMES	Understand entrepreneurship, business organisation and stakeholders	Understand market research, market types and orientation and marketing mix	Understand human resource requirements for business and enterprise	Understand operations management	Understand business growth	Understand Sources of enterprise funding and business finance
<p>Recall knowledge and show understanding</p> <p>Apply knowledge and understanding contexts and novel situations, including finding creative solutions</p> <p>Analyse and evaluate knowledge and understanding judgements and reach conclusions</p> <p>Demonstrate and apply technical skills and processes</p> <p>Manage and evaluate the project</p>	<p>Understand:</p> <p>Being an entrepreneur, entrepreneurial motivators and entrepreneurial skills and attributes</p> <p>Reasons for aims and objectives, financial aims and objectives and non-financial aims and objectives</p> <p>Legal structures, the impact on business and enterprise of different structural characteristics and the impact on business and enterprise of changes in structure</p> <p>Internal stakeholders, external stakeholders, stakeholder engagement and Stakeholder conflict</p>	<p>Understand:</p> <p>Aspects of the market</p> <p>Primary market research, secondary market research, data types, market types and business orientation types</p> <p>Price, place, promotion, product, product life cycle and product life cycle extension strategies, product development and innovation, Boston Matrix and branding</p>	<p>Understand:</p> <p>Methods of recruitment, stages of recruitment and types of employment contracts</p> <p>Methods of staff development and monitoring</p> <p>Financial methods of motivation, non-financial methods of motivation and Motivation theories</p>	<p>Understand:</p> <p>Outsourcing, lean production, maintaining and improving quality, production methods and customer service</p>	<p>Understand:</p> <p>Internal growth, external growth, efficiencies and costs of business and enterprise expansion and challenges of growth</p>	<p>Understand:</p> <p>Funding types</p> <p>Financial terms and calculations, costs, liabilities and assets, financial documents, ratio analysis and cash flow management</p>
Assessment	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6

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Year 11 THEMES	Understand the impact of the external environment on business and enterprise	Understand business and enterprise planning	Non-examined Assessment	Non-examined Assessment	Preparation for examined assessment	Preparation for examined assessment	
<p>Recall knowledge and show understanding.</p> <p>Apply knowledge and understanding contexts and novel situations, including finding creative solutions.</p> <p>Analyse and evaluate knowledge and understanding judgements and reach conclusions.</p> <p>Demonstrate and apply technical skills and processes.</p> <p>Manage and evaluate the project</p>	<p>Understand:</p> <p>External influences</p>	<p>Understand:</p> <p>Purposes and benefits of planning and sections of a business plan</p>	<p>Preparation for and completion of non-examined external assessment.</p>	<p>Preparation for and completion of non-examined external assessment</p>	<p>Preparation for and completion of examined external assessment</p>	<p>Preparation for and completion of examined external assessment</p>	
Assessment	Area 7	Area 8	Areas 1-8				