

Business Studies KS4 Curriculum Map

	Term 1 (September – December)		Term 2 (January – March)		Term 3 (April – July)	
Year 10 THEMES	Enterprise and entrepreneurship	Spotting a business opportunity	Putting a business idea into practice	Making the business effective	Understanding external influences on business	
<p>Demonstrate knowledge and understanding of business concepts and Issues</p> <p>Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions</p>	<p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship</p>	<p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p>	<p>Students will focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p>	<p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>	<p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p>	
Assessment	Unit 1.1	Unit 1.2	Unit 1.3	Unit 1.4	Unit 1.5	Unit 1 Mock exam

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Year 11 THEMES	Growing the business	Making marketing decisions	Making operational decisions	Making financial decisions	Making human resource decisions	
<p>Demonstrate knowledge and understanding of business concepts and Issues</p> <p>Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions</p>	<p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p>	<p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p>	<p>Students focus on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>	<p>Students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.</p>	<p>Making human resource decisions Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p>	
Assessment	Unit 2.1	Unit 2.2	Unit 2.3	Unit 2.4	Unit 2.5	Unit 2 Mock exam