

Curriculum map Business KS4

Pearson Edexcel Level 1/Level 2 GCSE (9 - 1) in Business (1BS0)

	Sept/Oct	Oct-Dec	Jan-Feb	Mar-May
YR 10 BUS	<p>Theme 1 Course introduction</p> <ul style="list-style-type: none"> Introduction and overview to small businesses. How and why are small businesses created? Overview of assessment structure of the course <p>Topic 1.1 Enterprise and entrepreneurship</p> <p>Why new business ideas come about:</p> <p>1.1.2 Risk and reward</p> <p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> Risk: business failure, financial loss, lack of security <p>Reward: business success, profit, independence</p> <p>1.3 The role of business enterprise</p> <p>The role of business enterprise and the purpose of business activity.</p> <p>The role of entrepreneurship: An entrepreneur: organises resources, makes business decisions, takes risks.</p>	<p>Topic 1.3 Putting a business idea into practice</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> Financial aims and objectives and Non-financial <p>1.3.2 Business revenues, costs and profits</p> <p>Interpretation of break-even diagrams:</p> <p>1.3.3 Cash and cash-flow</p> <p>The importance of cash to a business: Calculation and interpretation of cash-flow forecasts: Opening and closing balances</p> <p>1.3.4 Sources of business finance</p> <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> Short-term sources: overdraft and trade credit <p>Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding</p>	<p>Topic 1.4 Making the business effective</p> <p>4.1 The options for start-up and small businesses</p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> Limited and unlimited liability. <p>The implications for the business owner(s) of limited and unlimited liability.</p> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> Sole trader, partnership, private limited company. The advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation: The advantages and disadvantages of franchising.</p> <p>1.4.2 Business location Factors influencing business location</p> <p>1.4.3 The marketing mix</p>	<p>Topic 1.5 Understanding external influences on business</p> <p>1.5.1 Business stakeholders Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government <p>1.5.2 Technology and business Different types of technology used by business:</p> <ul style="list-style-type: none"> E-commerce Social media Digital communication Payment systems <p>1.5.3 Legislation and business</p> <ul style="list-style-type: none"> Principles of consumer law: quality and consumer rights Principles of employment law: recruitment, pay, discrimination, and health and safety <p>1.5.4 The economy and business The impact of the economic climate on businesses: Unemployment, changing levels of consumer income, inflation, changes in</p>

	<p>Topic 1.2 Spotting a business opportunity</p> <ul style="list-style-type: none"> What customer needs are: price, quality, choice, convenience. The importance of identifying and understanding customers <p>1.2.2 Market research The purpose of market research: Types of market research:</p> <ul style="list-style-type: none"> Methods of primary research: Methods of secondary research: The use of qualitative and quantitative market research data <p>The role of social media in collecting market research data.</p> <p>1.2.3 Market segmentation How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition <p>1.2.4 The competitive environment-</p>		<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> Price, product, promotion, place <p>How the elements of the marketing mix work together</p> <ul style="list-style-type: none"> The impact of changing consumer needs on the marketing mix. <p>The impact of technology on the marketing mix: e-commerce, digital communication.</p> <p>1.4.4 Business plans The role and importance of a business plan:</p>	<p>interest rates, government taxation, changes in exchange rates</p> <p>1.5.5 External influences Possible responses by the business to changes in: technology, legislation, the economic climate</p>
<p>YR 10 BUS</p>	<p>Assessment Enterprise task homework-low stakes Baseline assessment test sept/oct-introductory knowledge and application-based assessment plus Know/und based-low stakes-test mark/percentage to assess the levels of understanding</p>	<p>Assessment Various low stakes cost, break even and Cash flow exercises followed by 20-mark diagnostic test at end of term covering theme 1.3 content mark, percentage only</p>	<p>Assessment Feb/mar-high stakes assessment-extended written work- aiming to assess/develop higher level skills of analysis, cumulative assessment building on knowledge, understanding and skills learnt until Feb from theme 1.1 to 1.4</p>	<p>Assessment 90-minute-high stakes summer exam in May/June based on full Paper 1, followed by self-assessment/review sheets</p>

	across the class and pinpoint any knowledge gaps			
	June-Oct	Oct-Dec	Jan-Feb	Feb-May
YR 11 BUS	<p>Topic 2.1 Growing the business 2.1.1 Business growth Methods of business growth and their impact: • internal (organic) growth: new products • external (inorganic) growth: merger, takeover. The types of business ownership for growing businesses: • public limited company (plc) Sources of finance for growing and established businesses: • internal sources: retained profit, selling assets • external sources: loan capital, share capital, including stock market flotation (public limited companies).</p> <p>2.2 Making marketing decisions-Sections on the 4p's 2.2.1-2.2.4 can be taught in any order 2.2.1 Product The design mix: • function, aesthetics, cost.</p>	<p>Topic 2.2 Making marketing decisions</p> <p>2.2.4Place methods of distribution: retailers and e-tailers (e-commerce). How each element of the marketing mix can influence other elements. Using the marketing mix to build competitive advantage</p> <p>Topic 2.3 Making operational decisions</p> <p>2.3.1 Business operations Production processes: • different types: job, batch, flow • the impact of different types of production process: keeping productivity up and costs down and allowing for competitive prices.</p>	<p>Topic 2.5 Making human resource decisions Sections 2.5.1 to 2.5.4 can be taught in any order, for example it is useful to star this section with section 2.5.4 Motivation 2.5.1Organisational structures Different organisational structures and when each are appropriate: • hierarchical and flat • centralised and decentralised. The importance of effective communication: • the impact of insufficient or excessive communication on efficiency and motivation • barriers to effective communication. Different ways of working: • part-time, full-time and flexible hours • permanent, temporary, and freelance contracts • the impact of technology on ways of working: efficiency, remote working.</p>	<p>The final half term is used for preparation for and then feedback and analysing performance in their re mock exam. Followed by revision of weaker areas using past papers, case studies, key terms terms.</p>

	<p>The product life cycle:</p> <ul style="list-style-type: none"> ● the phases of the product life cycle ● extension strategies. <p>The importance to a business of differentiating a product/ service.</p> <p>2.2.2-Price pricing strategies</p> <ul style="list-style-type: none"> ● influences on pricing strategies: technology, competition, market segments, product life cycle <p>2.2.3 Promotion appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</p> <ul style="list-style-type: none"> ● the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters 	<p>Impacts of technology on production:</p> <ul style="list-style-type: none"> ● balancing cost, productivity, quality and flexibility <p>2.3.2 Working with suppliers Managing stock:</p> <ul style="list-style-type: none"> ● interpretation of bar gate stock graphs ● the use of just in time (JIT) stock control <p>The role of procurement:</p> <ul style="list-style-type: none"> ● relationships with suppliers: quality, delivery (cost, speed, reliability), availability, cost, trust <p>2.3.3 Managing quality The concept of quality and its importance in:</p> <ul style="list-style-type: none"> ● the production of goods and the provision of services: quality control and quality assurance ● allowing a business to control costs and gain a competitive advantage. <p>2.3.4 The sales process The sales process:</p> <ul style="list-style-type: none"> ● product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service. <p>Topic 2.4 Making financial decisions The concept and calculation of:</p> <ul style="list-style-type: none"> ● gross profit ● net profit <p>Calculation and interpretation of:</p> <ul style="list-style-type: none"> ● gross profit margin ● net profit margin ● average rate of return 	<p>2.5.2 Effective recruitment Different job roles and responsibilities:</p> <ul style="list-style-type: none"> ● key job roles and their responsibilities: directors, senior managers, supervisors/team leaders, operational and support staff. <p>How businesses recruit people:</p> <ul style="list-style-type: none"> ● documents: person specification and job description, application form, CV ● recruitment methods used to meet different business needs (internal and external recruitment). <p>2.5.3 Effective training and Development How businesses train and develop employees:</p> <ul style="list-style-type: none"> ● different ways of training and developing employees: formal and informal training, self-learning, ongoing training for all employees, use of target setting and performance reviews. <p>Why businesses train and develop employees:</p> <ul style="list-style-type: none"> ● the link between training, motivation and retention ● retraining to use new technology <p>2.5.4-Motivation The importance of motivation in the workplace:</p> <ul style="list-style-type: none"> ● attracting employees, retaining employees, productivity. <p>How businesses motivate employees:</p> <ul style="list-style-type: none"> ● financial methods: remuneration, bonus, commission, promotion, fringe benefits ● non-financial methods: job rotation, job enrichment, autonomy. 	
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