

KS4 Business Curriculum Overview

Links to KS3		Business GCSE is a subject not taught in KS3, however there are clear links with other subjects that are taught at HWS. Pupils have developed the skills required to partake in the course throughout their time at HWS, these include the skill of carrying out research independently. Maths: Use of percentage changes and ratios. This will develop further by looking at break even calculations and how to navigate cash flow and profit calculations. English: Constructing coherent analysis paragraphs and reviewing information to decide on bias. Humanities: Identifying areas in which businesses may operate in and why and elements that may impact the number of people in a specific area.					
Intent	Statement of Intent	In theme 1 pupils will be introduced to small business by investigating the nature of the setup of a small business. Concentrating on the key business concepts, issues and skills involved. In addition, the ongoing running of a small business. Pupils must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Pupils must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this. It provides a framework for pupils to explore core concepts through the lens of an entrepreneur setting up a business.					
	Timeline	Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 6 Weeks	Term 4 - 6 Weeks	Term 5 - 6 Weeks	Term 6 - 7 Weeks
Implementation (Year 10)	Year 10 Overview	Pupils will begin with an introduction to the core business concepts and develop an understanding of the dynamic nature of business. This will create the fundamental knowledge of how the business world operates. Pupils will apply knowledge learnt to business contexts throughout. During the rest of the year they will cover various topics including Entrepreneurship, Customer Needs, Finance in Business, Business Ownerships, Business Planning and External Impacts. All of these elements support the pupils ability to confidently complete Paper 1 (external examination worth 50% of the overall course grade).					
	SOW	1.1 Enterprise and entrepreneurship	1.2 Spotting a business opportunity	1.3 Putting a business idea into practice	1.4 Making a business effective	1.5 Understanding external influences on business	
	Assessment Type & Unit Focus	Assessment - 1.1 end of topic test - 45 mins Pupils 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. - Different types of enterprise - The role of an entrepreneur - Understand the skills of an entrepreneur - Innovation vs Invention - Risk and rewards of starting a business - Adding value	Assessment - RP1 - 1.2 end of topic test - 45 mins Pupils 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. - Identifying customer needs - Market research - Market segmentation - Competition and making decisions	Assessment - 1.3 end of topic test - 45 mins This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. - Business aims and objectives - Business costs - Profit and loss - Break-even - Cash-flow - Sources of finance	Assessment - RP2 - 1.4 End of topic text - 45 mins Pupils will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan. - Business ownerships - Locational factors for businesses - Marketing mix - Business planning	Assessment - PPE 1 - Theme 1 full paper - 1 hour 30 mins Pupils are going to be expanding on the stakeholder and Pestle model of a business. This relates to external factors that affect a business. - Stakeholders - Political impact - Economic impact - Social impact - Technological impact - Legal impact - Environmental impact	
Implementation (Year 11)	Year 11 Overview	In year 2 of the course, pupils will need to build upon the knowledge and skills obtained during year 10 whilst looking at Theme 1. This makes connections across the whole course and support with both Paper 1 and Paper 2 that will be sat in the Summer. Pupils will continue to add knowledge and understanding of both familiar and unfamiliar contexts in the assessments, and demonstrate an awareness of current business issues. All of this will be combined with the practice of exam technique in order to support the pupils with their summer GCSE exams.					
	SOW	2.1 Business Growth + 2.2 Making marketing decisions	2.2 Making marketing decisions + 2.3 Making operational decisions	2.4 Making financial decisions	2.5 Making human resource decisions	Revision for Theme 1 and Theme 2 external examinations	Course Completed
	Assessment Type & Unit Focus	Assessment - 2.1 end of topic test Pupils 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. - Business Aims and Objectives - Business and globalisation - Design Mix - Product Life Cycle - Pricing Strategies - Promotion - Place - Competitive Advantage	PPE Week - PPE Paper 1 - 1 hour 30 mins Pupils will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. - Business operations - Production methods - Technology and production - Managing stock - Procurement and logistics - Sales and customer service	Assessment - Paper 2 sample questions Pupils 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. - Gross and net profit - Quantitative data - Limitations of financial decisions	Assessment - Paper 2 sample questions Pupils will explore how 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. - Organisational structures - Business communications - Contract and job roles - Recruitment - Training employees - Motivated workforce	Summer Examinations of both Paper 1 and Paper 2 Pupils are to use this time to prepare for all Business exams coming up in the summer. Pupils will be looking at recapping crucial information needed for the exams alongside keywords and definitions. There is also going to be an emphasis on exam technique to ensure the pupils are prepared for writing answers. Target revision sessions, small group tutorials and pre-exam booster sessions.	
Enrichment Opportunities	Enterprise club held weekly - all years , Business convention at Disneyland Paris - Year 10 term 3						
Topic Texts	Edexcel GCSE Business, Ian Marcouse						

Impact		Year 10 Tracking	Y10 - theme 1.1 - 1 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment next term WWW, HTI and MAC given for assessment.	Y10 - theme 1.2 - 1 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment next term. WWW, HTI and MAC given for assessment.	Y10 - theme 1.3 - 1 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment next term. WWW, HTI and MAC given for assessment.	Y10 - theme 1.4 - 1 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment next term. WWW, HTI and MAC given for assessment.	Y10 - paper 1 Mock Exam - 1.5 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment in year 11. WWW, HTI and MAC given for assessment.		
		Year 11 Tracking	Y11 - theme 2.1 - 1 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment next term WWW, HTI and MAC given for assessment.	Y11 - paper 1 Mock Exam - 1.5 hour assessment linked to PLC's and QLA used to rag rate pupils and inform topics for reteaching and reassessment in year 11. WWW, HTI and MAC given for assessment.	Y11 - sample paper 2 for topics 2.1-2.4- linked to PLCs. QLA used to rag rate pupils and inform topics for reteaching and revision. WWW, HTI and MAC given for assessment.	Y11 - paper 1 and paper 2 walkthrough to reinforce exam answer structure, using context and use of key tier 3 vocabulary for high quality exam answers.			
		Literacy and Numeracy links	Throughout the course, pupils will develop the skill of writing both short response and longer response answers. The use of key tier 2 and tier 3 terminology will be imperative when writing these responses. Numeracy skill makes up at least 20% of the course. The use of ratio analysis, break-even diagram and formulas and cash flow forecasting is just some of the numeracy skill required.						
		How It Is Used / Skills Set Developed / Outcomes	The pupils outcomes are that they have the foundational knowledge of how the business world operates and are able to think logically about situations that businesses can and cannot control. Pupils are encouraged to look at current affairs to help cement their knowledge and this is across all subjects. This enhances their skills in research, teaching them that at time data can be biased and being able to spot when it is so. Tier 2 and 3 vocabulary is explicitly taught and modelled by teachers. Pupils are expected to use technical language in both oral and written answers. Classroom displays contain key vocabulary for the unit of work being studied and the learning and testing of vocabulary is a routine part of Business lessons. Through the teaching of exam structure, pupils are able to successfully evaluate different business theories surrounding the world of business and this supports with the development of critical thinking for post 16 destinations.						
		Links to Higher Education	Business GCSE is great preparation for A-level courses that are offered at the TPAT 6th form. It also supports new subjects offered for post 16-destinations as there are clear cross overs with the likes of Economics and CTEC Business. This progression allows pupils to partake in Business as a degree, which is something that we actively encourage and support throughout the pupils time at HWS. The skills obtained at GCSE and that are built upon at A-level are planning, carrying out and writing up their own research will prepare pupils for this element of degree-level Business. There is also a greater emphasis on wider reading and reading from original source (journal articles) to develop independent study skills.						
		Careers in the Curriculum	Throughout the course, we update our careers board using genuine examples of occupations. We also incorporate careers into starter activities looking at business-related career options. During each term we have embedded a lesson based on careers in the topic we have discussed to give pupils an idea of why they are completing the tasks in question. Careers lessons include: Retail Buyer, Market Research Executive, Data Analyst, Accountant, Solicitor, Human Resources. All are explicitly linked to the topic that has been taught that term.						