



KS4 GCSE Business Studies Curriculum Map

Intent

To understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society.

To equip students with the skills to apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts.

To provide students with the opportunity to develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems in a resilient way.

To allow students to investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business.

Catholic Ethos

Across our curriculum we emphasise how business activity can develop key catholic values such as the common good, justice and equity, quality and excellence, professionalism, collaboration, and the dignity of work and workers. The consideration of the moral consequences and ethical issues that conflict with these values is built into our teaching.

	<i>AUTUMN TERM</i>	<i>SPRING TERM</i>	<i>SUMMER TERM</i>
Y10	Implementation 1.1 The role of business enterprise and entrepreneurship (Year 9)	2.4 The marketing mix- overview	3.5 Motivation and retention
	1.2 Business planning (including business plan project and case study) (Year 9)	2.4 Marketing mix product	3.6 Training and development



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	1.3 Business ownership	2.4 Marketing mix price	3.7 Employment law
	1.4 Business aims and objectives	2.4 Marketing mix place	5.1 The role of the finance function
	1.5 Stakeholders in business	2.4 Marketing mix promotion	5.2 Sources of finance
	1.6 Business growth	3.1 The role of human resources	5.3 Revenue, costs, profit and loss
	2.1 The role of marketing	3.2 Organisational structures and different ways of working	
	2.2 Market research	3.3 Communication in business	
	2.3 Market segmentation	3.4 Recruitment and selection	
	Impact	Homework Tasks, Achievement Tests, End of Unit Assessments	Homework Tasks, Achievement Tests, End of Unit Assessments, Year 10 end of year assessment



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	Homework Tasks, Achievement Tests, End of Unit Assessments		
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	5.4 Break-even	4.5 Business Location	Revision: Business Activity
	5.5 Cash and cash flow	4.6 Working with suppliers	Revision: Marketing



Y11	4.1 Production processes	6.1 Ethical and environmental considerations	Revision: People
	4.2 Quality of goods and services	6.2 The economic climate	Revision: Operations
	4.3 The sales process and customer service	6.3 Globalisation	Revision: Finance
	4.4 Customer Law	7 Interdependent nature of business	
	Impact	Homework Tasks, Achievement Tests, End of Unit Assessments, Mock GCSE, Revision packs	Homework Tasks, Achievement Tests, End of Unit Assessments, Revision packs, GCSE exam
Revision: Business Activity			