

# SUBJECT: Business GCSE



## KS4 CURRICULUM PLAN 2020-21

KS3 Knowledge and key skills

YEAR 10	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	<i>Business Activity</i>	<i>Business Activity &amp; Influences on Business</i>	<i>Influences &amp; Business Operations</i>	<i>Business Operations</i>	<i>Business Finance</i>	<i>Business Finance</i>
<b>Knowledge</b>	Understand why businesses exist, types of businesses, functions of businesses, scale of different businesses and the dynamic nature of business	Understand how external factors influence the decisions a business makes	Understand how the way in which a business is operated is impacted by a variety of factors that are interdependent	Understand how the way in which a business is operated is impacted by a variety of factors that are interdependent	Understand the impact that finance has on a business	Understand the impact that finance has on a business
<b>Skills</b>	Able to define how businesses start up, explain the different business structures, legal and ethical expectations of business and growth	Able to explain the impact of technological, ethical, environmental, economical, globalisation and legislation factors on decision making	Able to explain various methods of production, Quality Control/Assurance methods, The supply chain and the Sales Process	Able to explain various methods of production, Quality Control/Assurance methods, The supply chain and the Sales Process	Able to discuss the various sources of business finance, Revenue and Costs, Profit/Loss accounts and Cash Flow Forecasting	Able to use a variety of tools to analyse the financial performance of a business
<b>Key Vocab</b>	Entrepreneur, Limited companies, Aims and Objectives	Ethical, Economy, Legislation	Job, Batch, Flow	Quality, Supply Chain, Procurement, Sales Process	Revenue, Profit, Forecast	Analysis, Budgeting, Liquidity

YEAR 11	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
TOPIC	<i>Marketing</i>	<i>Marketing</i>	<i>Human Resources</i>	<i>Exam Preparation</i>	<i>Exam Preparation</i>	
<b>Knowledge</b>	Understand how a business uses marketing to identify and understand a target market and how market research can be used effectively	Understand how the marketing mix can be used effectively to promote sales	Understand how a business identifies Human Resource needs and how balancing them can aid the success of a business	Understand how to revise effectively and how to answer exam style questions on all topics including: Business Activity, Business Influences, Business Operations, Finance, Marketing and Human Resources	Understand how to revise effectively and how to answer exam style questions on all topics including: Business Activity, Business Influences, Business Operations, Finance, Marketing and Human Resources	
<b>Skills</b>	Able to explain how a business understands their customers and how primary and secondary market research can be used to segment a market	Able to explain how the marketing mix of Product, Various Price and Promotion strategies and Place can be used to increase awareness and interest in a good/service to increase sales	Able to explain how a business recruits staff, identifies training requirements, motivates the workforce and how organisational structures impact on a business	Able to identify how exam questions and divided into separate Assessment Objectives (AO1 Knowledge and Understanding, AO2 Application, AO3 Analysis and Evaluation) and how command words can assist in an examined test	Able to identify how exam questions and divided into separate Assessment Objectives (AO1 Knowledge and Understanding, AO2 Application, AO3 Analysis and Evaluation) and how command words can assist in an examined test	
<b>Key Vocab</b>	Marketing, Segmentation, Primary/Secondary research	Product, Price, Promotion, Place	Recruitment, Training, Motivation and Organisational Structure	Knowledge, Application, Analysis and Evaluation	Knowledge, Application, Analysis and Evaluation	

Key Knowledge Transfer