





Business Key Stage 4 Curriculum Overview

Week 1		Week 39				
	Business activity	Business activity	Influences on business, marketing mix	Marketing	Marketing	Marketing, influences on business (legislation)
Key knowledge, skills and understanding	Understand about the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit. Investigate business activity and enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives.	Analyse why business objectives are adapted as businesses grow as the market and competitive environment in which the business operates changes. Understand businesses have many stakeholders who are affected by business activity Use business terminology to identify and explain business activity	Understand that all businesses operate in an external environment and there are a number of external influences that impact on business activity. Apply knowledge and discuss the successes and failures on business and how it will depend on its willingness and ability to recognise and anticipate external influences. Understand that it is important that businesses respond to the influences in order to remain competitive and	Understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way. Marketing affects all functions of a business and includes a wide range of activities including research the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix.	Understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way. Marketing affects all functions of a business and includes a wide range of activities including research the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix	Apply knowledge of the factors that businesses with use to organise their marketing functions, depending on their size, the goods and services they sell and the markets they operate in. Understand that businesses have to operate within the confines of legislation including employment law, consumer law and intellectual property.

			achieve their aims and objectives.			
Curriculum Links	AO1 : demonstrate knowledge and understanding of business concepts and issues	AO1 : demonstrate knowledge and understanding of business concepts and issues AO3: Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions	AO1 : demonstrate knowledge and understanding of business concepts and issues	AO1 : demonstrate knowledge and understanding of business concepts and issues	AO1 : demonstrate knowledge and understanding of business concepts and issues	AO1 : demonstrate knowledge and understanding of business concepts and issues

<p style="text-align: center;">Assessment</p>	<p>Assessment: students select a well known business and analyses its core activities. Assessment: investigate entrepreneurs: students to include information on the entrepreneurs background, business ventures, aims and objectives Knowledge assessed; Main types of business aims, the role of business aims, SMART objectives in business, how business aims differ for different business organisation, dynamic business environment, business enterprise, business planning, revenue costs and</p>	<p>Assessment: stakeholder analysis – students create a report on a business identifying and explaining the different stakeholders and how the impact of changes in business objectives Assessment: business strategy research project. Students select a company and investigate how this company has adapted its business objectives over time. Knowledge assessed : range of stakeholders, impact of business aims, how business effect on stakeholders, business location and site, business growth,</p>	<p>Assessment: external influences case study – students to identify external influences that could impact a business. Assessment: question paper covering the topics of business activity Knowledge assessed : business growth, aims and objectives, impact of globalisation, identifying and understanding customers,</p>	<p>Assessment: marketing plan. Students should explain their rationale behind their marketing strategy and how it addresses customer needs Knowledge assessed : market research, product, pricing, promotion,</p>	<p>Assessment: case study where students have to conduct market research to anticipate customer need. This will include surveys, interviews and data analysis Knowledge assessed : Marketing mix, place, marketing, ethics, legislation, sales process,</p>	<p>Assessment: business compliance with legislation – students suggest how businesses could have improved compliance with the relevant legislation and what steps could have been taken to prevent legal issues Knowledge assessed : sales process, legislation,</p>
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	profit, providing goods and services,					
Prior knowledge		KS3 – ICT project				

Week 1  Week 39 					
Y11	Human resources	Human resources, Operations	Operations, finance	Finance	Finance, human resources
Key knowledge, skills and understanding	<p>Understand that human resources focus on the human functions within a business. It involves the recruitment, training, organisation, retention, development and motivation of employees. Human resources managers will work with other business functions to contribute and direct the business aims and objectives</p>	<p>Apply knowledge and show understanding that businesses will organise their human resource function in different ways, depending on their size, the goods and services that they sell and the markets they operate in.</p> <p>Understand that business operations are concerned with the efficient management of the key functions and resources within a business to maximise profit. Businesses will organise their operations in different ways,</p>	<p>Apply knowledge to scenarios displaying understanding how different business contexts will affect decision making on how a business operates.</p> <p>Understand the finance function manages the financial activities of a business. It will have a number of roles including start up finance, the preparation and creation of financial accounts, maintaining financial records and paying bills</p>	<p>Analyse financial performance and discuss the financial decisions made by businesses that will be affected by different contexts.</p>	<p>Analyse financial performance and discuss the financial decisions made by businesses that will be affected by different contexts.</p> <p>Discuss the most appropriate methods a business can use to motivate employees in different contexts and scenarios.</p>

		depending on their size, the types of goods or services they sell and the markets they operate in.			
Assessment	<p>Assessment: HR case study – evaluate HR functions including recruitment, training, organisation, retention, development and motivation of employees</p> <p>Assessment: topic test for human resources – include question from previous topic covered in year 10</p> <p>Knowledge assessed; organisational structures, recruitment, ,</p>	<p>Assessment: Case Study Selection: Provide students with a choice of two different case studies involving businesses of varying sizes and in different industries. Each case study should highlight the organization of HR functions and operational management.</p> <p>Assessment: written report or presentation, students should compare and contrast the HR function structures across the selected case studies. Highlight</p>	<p>Assessment: financial statement : students provided with financial statements and they calculate the finance of the business and suggest how cash flow can be improved in the business</p> <p>Assessment: quiz with questions related to proper financial record-keeping practices, such as the importance of accurate record-keeping, compliance with legal requirements, and the use of accounting software.</p>	<p>Assessment: comparison of two business, financial statements provided. Students complete the finance of the business and advise the best source of finance to help grow the business</p> <p>Assessment: students should compare the financial analysis and funding recommendations for the two businesses. Highlight the differences in financial strengths and weaknesses, as well as the suitability of funding sources for each company.</p>	<p>Assessment: Motivation Methods Selection: Provide students with a range of workplace scenarios, each with unique characteristics and challenges. For each scenario, ask students to select the most appropriate motivation methods from a provided list or to come up with their own.</p> <p>Assessment: Students should prepare a presentation for each scenario, outlining the motivation methods they have selected and providing clear, persuasive explanations for their choices.</p> <p>Knowledge assessed : financial performance, ethical influence on business,</p>

		<p>differences and similarities in terms of how HR supports the unique characteristics of each business.</p> <p>Knowledge assessed ;; training, motivation, organisational structures, methods of production, quality, technological influence on business,</p>	<p>Knowledge assessed: supply chain, sources of finance, revenue and costs,</p>	<p>Knowledge assessed : revenue and costs, cash flow, profit and loss, financial performance, ethical influence on business,</p>	
Prior knowledge	Unit 1 business activity	Unit 1 business activity, unit 5 marketing	Unit 1 business activity, unit 2 influence on business	Unit 1 business activity, unit 2 influence on business	Unit 1 business activity, unit 2 influence on business