

Curriculum Information

Key Stage 4



Business Studies

*Shaping creative and confident
students who better understand
themselves and the world around
them*

For yourself & for others



Curriculum Intent

In Business, our intent is to deliver a high quality, ambitious and relevant Business curriculum that is engaging and inspiring, and which reflects the demands of a truly modern and evolving business environment. Teaching will enable students to develop as commercially minded and enterprising individuals and will help them to succeed in their chosen pathway.

Students will gain an enthusiasm for business and a holistic understanding of business in a range of contexts. They will develop a critical understanding of organisations and their ability to meet society's needs and wants.

Key Stage 4 Business

These popular courses (GCSE & Cambridge National) aim to develop students' understanding of business and encourage creative thinking and decision making. Students learn about the world of business through research and investigation as well as practical tasks. Students are not expected to have a knowledge of business but should be interested in learning about the world around them, how businesses are set up and what it is that makes someone a great entrepreneur.

Key Stage 4 Business

GCSE Business - Edexcel - Specification code 1BS0

Year 10

Theme 1: Investigating Small Business, which covers enterprise, making the start-up effective and putting the business ideas into practice.

Year 11

Theme 2: Building a Business which covers marketing, customer needs, financial management and human resource decisions.

GCSE Business will be assessed as follows:

Two written exams of 1 hour 45 minutes each. Both papers will consist of calculations, multiple choice, short answer and extended writing questions.

Key Stage 4 Business

Recommended text book:

GCSE Business - Collins Edexcel GCSE 9-1 Revision Business; ISBN: 978-0-00-822739-5

Specification Link:

<https://qualifications.pearson.com/en/qualifications/edexcel-gcses/business-2017.html>



Key Stage 4 Cambridge National in Enterprise and Marketing:

**Enterprise and Marketing Cambridge National - OCR -
specification code J819**

Year 10

R068: Design a Business Proposal (coursework)

In this unit, students design a product to meet a business challenge.

R069: Market and Pitch a Business Proposal (coursework)

In this unit students will create a brand identity and promotional plan for their business Proposal.

Year 11

R067: Enterprise and Marketing Concepts (external exam)

In this unit, students will understand the main activities which must be completed to start up a business.

Cambridge National will be assessed as follows:

Units R065 and R066 are both centre-assessed tasks and will be practical tasks set in the context of the OCR set assignment.

Unit R064 will be assessed by a 90 minute exam paper consisting of 16 multiple choice questions, short answer and three extended writing questions.

Key Stage 4 Cambridge National in Enterprise and Marketing:

Recommended text books:

My Revision Notes: Cambridge National Level 1/2 Enterprise and Marketing; ISBN: 9781510471719

OCR Cambridge National Level 1/Level 2 in Enterprise & Marketing (J837): Second Edition; ISBN: 9781398351219

Specification Link:

<https://www.ocr.org.uk/qualifications/cambridge-nationals/enterprise-and-marketing-level-1-and-2-certificate-j819/>



Year & Half Term	Themes / Key Questions	Knowledge & Skills
Yr10 HT1	Enterprise and entrepreneurship	<p>Understanding the dynamic nature of business in relation to how and why business ideas come about. The impact of risk and reward on business activity and the role of entrepreneurship is also explored.</p> <p>Skills: Problem solving, communication, critical thinking, creativity.</p>
Yr 10 HT2	Spotting a business opportunity	<p>Understanding how new and small businesses identify opportunities through understanding customer needs and conducting market research. Also, a focus on understanding the competition.</p> <p>Skills: Problem solving, communication, critical thinking, creativity.</p>
Yr 10 HT3	Putting a business idea into practice	<p>Understanding how a business idea can happen through identifying aims and objectives and concentrating on the financial aspects.</p> <p>Skills: Quantitative/numerical</p>
Yr 10 HT4	Making the business effective	<p>Understanding the range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p> <p>Skills: Problem solving, communication, critical thinking, creativity.</p>
Yr 10 HT5	Understanding external influences on business	<p>Understanding the factors which are outside of a businesses control such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p> <p>Skills: Problem solving, communication, critical thinking, creativity.</p>
Yr 10 HT6	Making human resource decisions	<p>Begin to understand organisational structures, recruitment, training and motivation needed to be made to influence business activity.</p> <p>Skills: Problem solving, communication, critical thinking, creativity.</p>



Year & Half Term	Themes / Key Questions	Knowledge & Skills
Yr 11 HT1	Making human resource decisions	Understanding organisational structures, recruitment, training and motivation needed to be made to influence business activity. Skills: Problem solving, communication, critical thinking, creativity.
Yr 11 HT2	Making marketing decisions	Understand how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. Skills: Problem solving, communication, critical thinking, creativity.
Yr 11 HT3	Making operational decisions	Understand how a business meets customer needs through the design, supply, quality and sales decisions a business makes. Skills: Problem solving, communication, critical thinking, creativity.
Yr 11 HT4	Growing a business	Understanding 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. Skills: Problem solving, communication, critical thinking, creativity.
Yr 11 HT5	Making financial decisions	Understand the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information. Skills: Quantitative/numerical