# KS4 Big Picture – 9-1 GCSE Business

| *Y10 Autumn 01*<br>*Weeks 1 – 7 (6 weeks)* | *Y10 Autumn 02*<br>*Weeks 8 – 15 (8 weeks)* | *Y10 Spring 01*<br>*Weeks 16 – 21 (6 weeks)* |
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| **Content**<br>**1.1 Enterprise and Entrepreneurship**<br>Students 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.<br>**Topics covered: -**<br>The Dynamic nature of Business<br>Risk and Reward<br>Role of the Business Enterprise<br>**1.2 Spotting a Business Opportunity**<br>Students 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.<br>**Topics covered: -**<br>Customer Needs<br>Market Research<br>Market Segmentation<br>The Competitive Environment<br><br>**Skills acquired**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context | **Content**<br>**1.2.4 The competitive environment**<br>Understanding the competitive environment<br>**1.3 Putting a business idea into practice**<br>Students focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.<br>**Topics covered: -**<br>Putting a Business Idea into practice<br>Business Aims and Objectives<br>Business Revenue<br>Business Costs<br>Business Profits<br>Sources of Business Finance<br><br>**Skills acquired.**<br>Calculations in a business context<br>Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions | **Content**<br><br>**1.3 Putting a business idea into practice**<br>Students focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.<br>**Topics covered: -**<br>Putting a Business Idea into practice<br>Business Aims and Objectives<br>Business Revenue<br>Business Costs<br>Business Profits<br>Sources of Business Finance<br><br>**Skills acquired.**<br>Calculations in a business context<br>Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions |
| **Assessment Objectives:** This is the knowledge, application and skills assessed by the assessment- | **Assessment Objectives:** This is the knowledge, application and skills assessed by the assessment- | **Assessment Objectives:** This is the knowledge, application and skills assessed by the assessment- |

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| **1.1.1- The dynamic nature of business**<br>Why new business ideas come about<br>How new business ideas come about<br>**1.1.2- Risk and reward**<br>The impact of risk and reward on business activity<br>**1.1.3- The role of business enterprise**<br>The role of business enterprise and the purpose of activity<br>The role of entrepreneurship<br>**1.2.1-Customer needs**<br>Identifying and understanding customer needs<br>**1.2.2 Market Research**<br>The purpose of market research<br>Methods of market research<br>The use of data in market research<br>**1.2.3- Market segmentation**<br>How businesses use market segmentation to target customers<br><br>**Assessment-**<br>Mini Test 1.1 & 1.2 Topics. | **Elements of 1.1 & 1.2 from Autumn 01**<br>**1.3.1 Business aims and objectives**<br>What business aims and objectives are<br>Business aims and objective when starting up<br>Why aims and objective differ between businesses.<br>**1.3.2 Business revenues, costs, and profits**<br>The concept and calculations of business finance<br>Interpretation of breakeven diagrams and analysis<br><br>**Assessment**<br>**Mini test: 1.3**<br>Big Test 1.1 1.2 1.3 Topics | **Elements of 1.3 from Autumn 02**<br><br>**1.3.3 Cash and Cash-flow**<br>The importance of cash to a business<br>Calculation and interpretations of cash-flow forecasts<br>**1.3.4 Sources of Business Finance**<br>Sources of finance for a start-up or established small business<br><br>**Assessment**<br>**Mini test: 1.3** |
| ***Y10 Spring 02***<br>***Weeks 22 – 27 (6 weeks)*** | ***Y10 Summer 01***<br>***Weeks 28 – 32 (5 weeks)*** | ***Y10 Summer 02***<br>***Weeks 33 – 39 (7 weeks)*** |
| **Content:**<br>**1.3 Putting a business idea into practice**<br><br>Business Profits<br>Sources of Business Finance | **Content:**<br>**1.5 Understanding external influences**<br>students are introduced to a range of factors, many of which are outside of the immediate control of the business, such | ***Content;***<br><br>***REVISION Strategies***<br>***Exam technique*** |

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| **1.4 Making the Business Effective**<br>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.<br>**Topics covered: -**<br>Options for Start-up and small business<br>Business Location<br>The Marketing Mix<br>Business Plans<br><br>**Skills acquired**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context | as stakeholders, technology, legislation, and the economy. Students will explore how businesses respond to these influences.<br>**Topics covered: -**<br>Business Stakeholders<br>Technology and Business<br>Legislation and Business<br>The Economy and Business<br>External Influences<br><br>**Skills acquired.**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context | **2.1 Growing the Business**<br>Students 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.<br>**Topics covered: -**<br>Business Growth<br>Change in Business Aims and Objectives<br>Business and Globalisation<br>Ethics Environment and Business<br><br>**Skills acquired**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context |
| **1.4.1 The options for start-up and small businesses**<br>The concept of limited liability<br>The types of business ownership for start-ups<br>The option of starting up and running a franchise operation<br>**1.4.2 Busines Location**<br>Factors influencing business location<br>**1.4.3 The Marketing Mix**<br>What the marketing mix is and the importance of each element<br>How the elements of the marketing mix work together<br>**1.4.4 Business plans**<br>The role and importance of a business plan<br>The purpose of planning business activity | **1.5.1 Business stakeholders**<br>Who business stakeholders are and their different objectives<br>Stakeholders and businesses<br>**1.5.2 Technology and business**<br>Different types of technology used by business<br>How technology influences business activity<br><br>**1.5.3 Legislation and business**<br>The purpose of legislation<br>The impact of legislation businesses<br>**1.5.4 The economy and business**<br>The impact of economic climate on businesses<br>**1.5.5 External influences**<br>The importance of external influences on business<br><br>**Assessment**<br>Mini test 1.4 & 1.5 | 1.1: Enterprise and entrepreneurship<br><br>1.2: Spotting a business opportunity<br><br>1.3: Putting a business idea into practice<br><br>1.4: Making the business effective<br><br>1.5: Understanding external influences on business<br><br>Assessment: |

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| | | Big test 3: Past Paper |

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| *Y11 Autumn 01*<br>*Weeks 1 – 7 (6 weeks)* | *Y11 Autumn 02*<br>*Weeks 8 – 15 (8 weeks)* | *Y11 Spring 01*<br>*Weeks 16 – 21 (6 weeks)* |
|---|---|---|
| **Content**<br>**2.1 Growing the Business**<br>Students 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.<br>**Topics covered: -**<br>Business Growth<br>Change in Business Aims and Objectives<br>Business and Globalisation<br>Ethics Environment and Business<br><br>**Skills acquired.**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context<br><br>**2.2 Making marketing decisions**<br>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.<br>**Topics covered: -**<br>Product<br>Price<br>Place<br>Promotion<br>Using the marketing mix to make business decisions | **Content**<br>**2.2 Making marketing decisions**<br>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.<br>**Topics covered: -**<br>Product<br>Price<br>Place<br>Promotion<br>Using the marketing mix to make business decisions<br><br>**2.3 Making operational decisions**<br>this topic focuses on meeting customer needs through the design, supply, quality, and sales decisions a business makes.<br>**Topics covered: -**<br>Business operation<br>Working with suppliers<br>Managing quality<br>The sales process<br><br>**Skills acquired**<br>Communication & presentation skills<br>Exploration skills<br>Teamwork<br>Understand Business in a real-world context | **Content**<br>**2.4 Making Financial decisions**<br>Students 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.<br>**Topics covered: -**<br>Business calculations<br>Understanding business performance<br><br>**2.5 Making human resource decisions**<br>Growing a business means that decisions relating to organisational structure, recruitment, training, and motivation need to be made to influence business activity.<br><br>**Topics covered: -**<br>Organisational structures<br>Effective recruitment<br>Effective training and development<br>Motivation<br><br>**Skills acquired**<br>Calculations in a business context<br>Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions |

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| **Assessment Objectives**<br><br>**Topics from Theme 1-**<br>**1.1 Enterprise and Entrepreneurship**<br>**1.2 Spotting a Business Opportunity**<br>**1.3 Putting a Business idea into practice**<br>**1.4 Making the Business Effective**<br>**1.5 Understanding external influences**<br><br>Year 11 Progress Check<br>**Assessment-**<br>**Big Test Theme 1 (Mock exam) - includes elements of -**<br>1.1 Enterprise and Entrepreneurship<br>1.2 Spotting a Business Opportunity<br>1.3 Putting a Business idea into practice<br>1.4 Making the Business Effective<br>1.5 Understanding external influences<br><br>**2.1.1 Business Growth**<br>Methods of business growth and their impact<br>The types of business ownership for growing businesses<br>Sources of finance for growing and established businesses<br>**2.1.2 Changes in business aims and objective**<br>Why business aims and objective change as businesses evolve.<br>How business aims and objective change as businesses evolve.<br>**2.1.3 Business and globalisation**<br>The impact of globalisation on businesses<br>Barriers to international trade<br>How businesses compete internationally<br>**2.1.4 Ethics, the environment and business**<br>The impact of ethical and environmental considerations on businesses. | **Assessment Objectives**<br>This is the knowledge, application and skills assessed by the assessment-<br><br>How an integrated marketing mix can influence competitive advantage.<br>**2.2.1 Product**<br>The design mix<br>The product lifecycle<br>Importance to a business of differentiating a product/service<br>**2.2.2 Price**<br>Pricing strategies<br>Influences of pricing strategies<br>**2.2.3 Promotion**<br>Appropriate promotion strategies<br>Use of technology in promotion<br>**2.2.4 Place**<br>Methods of distribution<br>**2.2.5 Using the marketing mix to make business decisions**<br>How each element of the marketing mix can influence other elements<br>Using the marketing mix to build competitive advantage<br><br>**2.3.1 Business operations**<br>The purpose of business operations<br>Production processes<br>Impact of technology on production<br>**2.3.2 Working with suppliers**<br>Managing stock<br>The role of procurement<br>2.3.3 Managing quality<br>The concept of quality and its importance<br>**2.3.4 The sales process** | **Assessment Objectives**<br>This is the knowledge, application and skills assessed by the assessment-<br><br>**2.4.1 Business calculations**<br>The concept and calculations of profit<br>The concept and calculations of profit margins<br>**2.4.2 Understanding business performance**<br>The use and interpretation of quantitative business data to support, inform and justify business decisions<br>The use and limitations of financial information<br><br>**2.5.1 Organisational structures**<br>Different organisational structures and when each are appropriate.<br>The importance of effective communication<br>Different ways of working<br>**2.5.2 Effective recruitment**<br>Different job roles and responsibilities<br>How businesses recruit people<br>**2.5.3 Effective training and development**<br>How business train and develop employees<br>Why businesses train and develop employees<br>**2.5.4 Motivation**<br>The importance of motivation in the workplace<br>How businesses motivate employees<br><br>**Assessment-**<br>**Big Test Theme 2 (Mock Exam) - includes elements of –**<br>2.1 Growing the business<br>2.2 Making marketing decisions<br>2.3 Making operational decisions<br>2.4 Making financial decisions<br>2.5 Making human resource decisions |

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| | The importance to businesses of providing good customer service<br><br>**Assessment-**<br>Mini Test 2.1, 2.2 Topics<br><br>PPE 1 | |
| ***Y11 Spr 02***<br>***Weeks 1 – 7 (6 weeks)*** | ***Y11 SUM_1***<br>***Weeks 8 – 15 (8 weeks)*** | |
| This is the knowledge, application and skills assessed by the assessment-<br>**Topics from Theme 1-**<br>**1.1 Enterprise and Entrepreneurship**<br>**1.2 Spotting a Business Opportunity**<br>**1.3 Putting a Business idea into practice**<br>**1.4 Making the Business Effective**<br>**1.5 Understanding external influences**<br><br>**Assessment-**<br>**Big Test Theme 1 (Mock exam) - includes elements of -**<br>1.1 Enterprise and Entrepreneurship<br>1.2 Spotting a Business Opportunity<br>1.3 Putting a Business idea into practice<br>1.4 Making the Business Effective<br>1.5 Understanding external influences | ***GCSE EXAMs*** | |