Business KS4

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Curriculum Intent Business enables students to understand how organisations operate and make decisions, developing key skills in analysis, problem-solving and financial awareness. It prepares them for further study, employment and everyday life by building confidence, independence and an understanding of the wider economic world.		
Autumm Year 10	**Core Knowledge**	**Procedural Knowledge**
	Unit 3.1 Business in the Real World Reasons to start a business: Goods vs services; needs vs wants. Factors of production Opportunity Entrepreneurs .	Identify whether a business is providing a good or a service Distinguish between needs and wants in real-world scenarios Explain how a business meets customer needs/wants Identify the four factors of production in a business context Explain how each factor is used in producing goods/services Link factors of production to business decisions Identify the next best alternative foregone in a scenario Explain the impact of a decision using opportunity cost
	Business sectors Entrepreneur characteristics The Dynamic Business environment	Classify businesses into sectors Identify and explain entrepreneurial traits/objectives. Apply opportunity cost to scenarios. Explain how business owners choose their locations Explain how external changes affect businesses.
	E-commerce	Explain how e-commerce expands markets and sales opportunities Analyse advantages and disadvantages of digital communication Apply relevant real-world business examples
Spring Year 10	**Unit 3.2 Influences on Business** Digital communication methods: E-commerce & Digital Communication Digital communication methods: Email, social media, Video conferencing, Messaging apps	Explain how e-commerce expands markets and sales opportunities Analyse advantages and disadvantages of digital communication Apply relevant real-world business examples
	Ethical behaviour = Trade-off between ethics and profit	Identify situations where ethics vs profit trade-offs occur

		Analyse: Benefits (e.g. reputation, loyalty) Drawbacks (e.g. higher costs) Apply to business scenarios
	Environmental Considerations.	Analyse business decisions involving environmental responsibility Explain costs vs benefits of sustainable practices Evaluate trade-offs between sustainability and profit
	Economic Climate	Explain effects of changes in interest rates on businesses Analyse impact of: Employment changes Consumer income changes Link economic changes to demand and business performance
	Globalisation	Analyse benefits and drawbacks of globalisation Explain how businesses compete internationally Analyse impact of exchange rates on imports/exports
	Types of legislation affecting businesses	Assess impact of laws on businesses: Costs, Training and Recruitment Explain consequences of non-compliance Evaluate benefits of following legislation
Summer Year 10	**Unit 3.3 Operations** Methods of production:	Explain and justify whether job or flow production is suitable.
	Lean production Just in Time (JIT)	Analyse how lean production/JIT improves efficiency. Evaluate risks of JIT (e.g. supply delays). Compare JIT vs JIC for a given business. Analyse trade-offs: Cost vs availability/ Efficiency vs risk
	Choosing Suppliers, Supply Chain & Logistics Procurement: Logistics: Benefits of effective supply chains:	Explain how procurement/logistics affect: Efficiency, Unit costs Evaluate supply chain decisions, balancing: Cost savings vs service quality
	Quality Poor quality consequences	Explain impact of quality issues on a business.

	Measuring Total Quality Management (TQM) Costs vs benefits of quality:	Analyse benefits and costs of maintaining quality. Evaluate use of TQM. Apply quality concepts to business scenarios. Assess how growth affects quality control.
	Customer Service, Methods, Benefits Dangers of poor service ICT developments:	Analyse how businesses deliver good service. Explain impact on sales, reputation and profit. Assess consequences of poor service using context. Apply ICT examples (e.g. online reviews, social media complaints).
Autumn Year 11	**Unit 3.4 Human Resources** Internal structures organise roles and responsibilities.	Organisational Structures, Explain and compare tall vs flat structures Analyse impact on communication, decision-making, and management Evaluate centralisation vs decentralisation for different businesses
	Recruitment: hiring employees Internal: External Recruitment process Contracts: Full-time, part-time, job share, zero-hour	Compare internal vs external recruitment with advantages/disadvantages Apply recruitment process to a business scenario Assess effectiveness of recruitment in improving: Productivity, Quality, Staff retention
	Importance: motivated workers Financial methods: Non-financial	Explain how financial and non-financial methods motivate staff Apply methods to context (e.g. sales job → commission) Assess impact on productivity and retention

	Purpose of Training Types of, Benefits of	Compare on-the-job vs off-the-job training Analyse advantages and disadvantages (cost, effectiveness) Evaluate most appropriate training method for a given business Explain benefits of induction training
	3.5 Marketing Customer & Market Importance of meeting customer needs Definition and purpose of market segmentation Types of	Identify appropriate segments (age, gender, income, location) Select the most suitable target market Explain why a business would target a particular segment Apply segmentation to marketing mix decisions
	Market Research Purpose and Methods of: Definitions of: Market size and Market share	Choose the most appropriate research method for a business Distinguish between: Primary vs secondary, Qualitative vs quantitative Justify method selection based on: cost, time, accuracy
	Marketing Mix (4Ps) Price. Factors influencing price Relationship between price and demand	Select appropriate pricing strategies Explain how price influences demand Analyse the impact of pricing on: sales and profit Evaluate the best pricing method for a scenario
Spring Year 11	Product Product design, branding, USP, Product life cycle stages, Extension strategies, Boston Matrix categories	Design or suggest products for a target market Explain the importance of: USP and branding Apply the product life cycle to a business Recommend and evaluate extension strategies Classify products using the Boston Matrix

	Promotion Methods Reasons for promotion, Factors affecting promotion mix	Select suitable promotion methods Match promotion to: target market and product type Explain the purpose of promotion in context Evaluate the effectiveness of different methods
	Place Distribution channels	Select appropriate distribution channels Explain suitability based on: product type and target market Analyse benefits/drawbacks of: e-commerce and m-commerce
	Unit 6 Finance Sources of Finance. Internal finance and External finance Difference between short-term vs long-term finance Pros/cons of each	Identify different sources of internal and external finance. Select appropriate sources for different business scenarios Evaluate which is the most appropriate
	Cash Flow Meaning of cash inflows and cash outflows Causes of cash flow problems: Importance of maintaining liquidity	Complete and analyse cash flow calculations: • Net cash flow • Opening and closing balances
	Financial Terms & Concepts Revenue (sales), Costs: Fixed costs, Variable costs, Total costs Profit: Break-even	Calculate revenue, costs, and profit Calculate: Gross profit and net profit. Fixed, variable, and total costs Work out break-even output and margin of safety Calculate: Contribution per unit
	Financial Performance Ratios, Average Rate of Return (ARR), Gross Profit Margin and Net Profit Margin	Calculate and analyse profitability ratios for different businesses:

Homework in the subject is set on a regular basis, frequently in the format of revision tasks so that knowledge becomes firmly embedded. Other homework tasks include researching, note taking and answering questions based on case studies.

Assessment takes place using a mixture of methods, such as the following.
Retrieval tasks (Do it now) at the start of every lesson.
Worksheets and Case Studies
Question and answer sessions throughout lessons
Use of mini whiteboards.
Quizzes and end of unit assessments
Formal Assessments in line with the school assessment calendar

Links to Personal Development. GCSE Business supports your personal development by helping you build real-life skills you can use beyond the classroom. You learn how to make decisions, solve

problems, manage money, and think independently, as well as develop confidence in explaining your ideas and understanding how the world of work and business operates.
How is my knowledge further developed in Year 12? At GCSE, you learn the basics of how businesses work and practise using simple ideas and calculations. At A Level, you take this further by linking ideas together, dealing with more complex situations, and explaining and judging decisions in more detail with strong reasons.