KS4 Curriculum Overview 2024-25

**Subject: BUSINESS STUDIES**

Rationale of KS4 Curriculum:

Students are given the opportunity to be introduced to the world of business at the start of their studies. They will begin to explore the role of business enterprise and the qualities of an entrepreneur, with the goal of understanding why some people who go into business have more success than others. They must also understand how a business grows, looking at real case studies to apply what they learn to real life business situations.

Once students have grasped those key concepts, they will begin to dive deep into the relationship between business and marketing, looking at businesses with a microscope to understand the relevance of human resources. This is then built on to demonstrate the importance of communication in business. Students will study key business operations alongside finance, to generate a comprehensive understanding of how business will operate and handle their finances differently. To summarise their knowledge, towards the end of the curriculum, learners will have an opportunity to study influences on business

The curriculum and learning environment are both adapted to ensure that the needs of all students are met, including SEND. All learners will benefit from business being taught with context, there is a focus on the teaching being delivered in a way that supports all learners equally, work is scaffolded for different groups and individuals. There is a key theme of equality in business woven throughout the curriculum. The key aim by the end of the program is that learners build a more complex understanding of business, potentially interested in owning their own or working within one in the near future.

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| Sequence of Learning: |
| KS4 | Term 1 | Term 2 | Term 3 |
| Year 10 | 1. Business activity

1.1 - The role of business enterprise and entrepreneurship 1.2 - Business planning 1.3- Business ownership1.4 - Business aims and objectives 1.5 - Stakeholders in business 1.6 - Business growth | 2. Marketing2.1 - The role of marketing 2.2 - Market research 2.3 - Market segmentation 2.4 - The marketing mix | 3. People3.1 - The role of human resources 3.2 - Organisational structures and different ways of working 3.3 - Communication in business 3.4 - Recruitment and selection 3.5 - Motivation and retention 3.6 - Training and development 3.7 - Employment law |
| Year 11 | 4. Operations4.1 - Production processes 4.2 - Quality of goods and services 4.3 - The sales process and customer service 4.4 - Consumer law 4.5 - Business location 4.6 Working with supplier | 5. Finance5.1 - The role of the finance function 5.2 - Sources of finance5.3 - Revenue, costs, profit and loss 5.4 - Break-even 5.5 - Cash and cash flow | 6. Influences on business6.1 - Ethical and environmental considerations 6.2 - The economic climate 6.3 - Globalisation7. The interdependent nature of business |