

KS4 Business Studies						
	Autumn 1	Autumn 2	Spring 3	Spring 4	Summer 5	Summer 6
YEAR 10 - Business	<b>Business in the real world</b> Knowledge <ul style="list-style-type: none"> <li>Types of business and ownership</li> <li>What makes a successful entrepreneur</li> </ul> Skills <ul style="list-style-type: none"> <li>How business' start-up and the skills needed to run a business</li> <li>Understanding customer satisfaction and environment</li> </ul>	<b>Business in the real world</b> Knowledge <ul style="list-style-type: none"> <li>Business planning and expansion including Franchising</li> </ul> Skills <ul style="list-style-type: none"> <li>Numeracy skills</li> <li>Calculating break even and understanding profit</li> </ul>	<b>Influences on business</b> Knowledge <ul style="list-style-type: none"> <li>Ethical and technology impacts on a business</li> <li>Production &amp; Income</li> <li>E-Commerce</li> </ul> Skills <ul style="list-style-type: none"> <li>Understanding technology and external factors on business</li> </ul>	<b>Influences on business</b> Knowledge <ul style="list-style-type: none"> <li>Globalisation and legislation and the impact on business choices.</li> <li>International trade and companies</li> </ul> Skills <ul style="list-style-type: none"> <li>Recognising how laws can affect a business and their impact</li> </ul>	<b>Human Resources</b> Knowledge <ul style="list-style-type: none"> <li>Organisational structures and recruitment process.</li> <li>Staff motivation and training</li> </ul> Skills <ul style="list-style-type: none"> <li>Developing knowledge of recruitment processes including job description, cv &amp; interviews</li> </ul>	<b>Marketing</b> Knowledge <ul style="list-style-type: none"> <li>Market research and the reasons for marketing. available to businesses.</li> <li>Promotional materials and techniques. Marketing project</li> </ul> Skills <ul style="list-style-type: none"> <li>Understanding why marketing is needed to make a business a success and the choices</li> </ul>
YEAR 11 - Business	<b>Operation management</b> Knowledge <ul style="list-style-type: none"> <li>Production process including JIT (Just in Time) and JIC (Just in Case)</li> <li>Stock control and supply chains</li> </ul> Skills <ul style="list-style-type: none"> <li>Comparing benefits of production methods</li> </ul>	<b>Operation management</b> Knowledge <ul style="list-style-type: none"> <li>Quality and customer service</li> <li>Benefits of this to a company</li> </ul> Skills <ul style="list-style-type: none"> <li>Understanding effective Quality Assurance</li> </ul>	<b>Finance</b> Knowledge <ul style="list-style-type: none"> <li>Sources of finance and cash flow</li> <li>Revenue, Profit, Break even</li> </ul> Skills <ul style="list-style-type: none"> <li>Understanding profit/loss</li> <li>Problem solving with cashflow</li> </ul>	<b>Finance</b> Knowledge <ul style="list-style-type: none"> <li>Financial terms and calculations.</li> </ul> Skills <ul style="list-style-type: none"> <li>Numeracy: Making financial calculations</li> </ul>	<b>Summer Exam</b> Knowledge <ul style="list-style-type: none"> <li>Exam preparation</li> <li>Practice questions</li> </ul> Skills <ul style="list-style-type: none"> <li>Revision and mastering of topics</li> </ul>	
KS4 Enterprise & Marketing						
	Autumn 1	Autumn 2	Spring 3	Spring 4	Summer 5	Summer 6
YEAR 10 - Enterprise	<b>Introduction to Enterprise &amp; Marketing</b> Knowledge <ul style="list-style-type: none"> <li>Introduction to R068 (Business proposal) controlled assessment</li> </ul> Skills <ul style="list-style-type: none"> <li>Conducting market research effectively</li> <li>Generating customer profile</li> </ul>	<b>R068 Product design mix</b> Knowledge <ul style="list-style-type: none"> <li>Ideas generation</li> <li>Product development</li> </ul> Skills <ul style="list-style-type: none"> <li>Developing evaluation skills including peer assessment</li> </ul>	<b>R068 Financial analysis</b> Knowledge <ul style="list-style-type: none"> <li>Total costs, revenue, profit &amp; loss</li> </ul> Skills <ul style="list-style-type: none"> <li>Identifying break-even point</li> <li>Identifying business viability</li> </ul>	<b>R068 Risk &amp; Challenges</b> Knowledge <ul style="list-style-type: none"> <li>External &amp; internal factors</li> <li>Identifying risks</li> <li>Reducing risks</li> </ul> Skills <ul style="list-style-type: none"> <li>Evaluating the whole business proposal</li> </ul>	<b>R068 Review</b> Knowledge <ul style="list-style-type: none"> <li>Completion of the controlled assessment ready for submission</li> </ul> Skills <ul style="list-style-type: none"> <li>Review and improvement</li> </ul>	<b>Exam Practice – R067</b> Knowledge <ul style="list-style-type: none"> <li>Refresher of skills related to the exam unit ready for mocks in the summer</li> <li>Entrepreneurial skills</li> <li>Advertising and promotion</li> <li>Ownership &amp; capital</li> </ul> Skills <ul style="list-style-type: none"> <li>Revision &amp; research skills</li> </ul>
YEAR 11 - Enterprise	<b>R069 Introduction</b> Knowledge <ul style="list-style-type: none"> <li>Introduction to R069 (Market &amp; Pitch a business proposal)</li> </ul> Skills <ul style="list-style-type: none"> <li>Assessing market for product proposal</li> <li>Developing a brand for the product</li> </ul>	<b>R069 Promotional campaign</b> Knowledge <ul style="list-style-type: none"> <li>Types of promotional materials</li> <li>Justifying decisions</li> <li>Producing a timeframe for the campaign</li> </ul> Skills <ul style="list-style-type: none"> <li>Reasoning why methods are appropriate</li> </ul>	<b>R069 Develop a pitch</b> Knowledge <ul style="list-style-type: none"> <li>Factors of a successful pitch</li> <li>Customising a pitch to suit an audience</li> </ul> Skills <ul style="list-style-type: none"> <li>Developing resources to support</li> <li>Carrying out a practice pitch</li> </ul>	<b>R069 Pitch a business proposal and review</b> Knowledge <ul style="list-style-type: none"> <li>Effective presentation skills</li> <li>Time management</li> </ul> Skills <ul style="list-style-type: none"> <li>Presenting a successful business pitch</li> <li>Responding to questions</li> <li>Self-assessing with peer feedback and reflection</li> </ul>	<b>Summer Exam – R067</b> Knowledge <ul style="list-style-type: none"> <li>Exam preparation</li> <li>Practice questions</li> </ul> Skills <ul style="list-style-type: none"> <li>Revision and mastering of topics</li> </ul>	