



**Key Stage 4 Business  
Programme of Study**



<b>Year 9: Introduction to Business / Theme 1 – Investigating Small Business</b>		
<b>Term 1</b>	<b>Term 2</b>	<b>Term 3</b>
<i>Introduction to Business</i>	<i>Theme 1 – Investigating Small Business</i>	<i>Theme 1 – Investigating Small Business</i>
Introduction to GCSE Business Business case studies: <ul style="list-style-type: none"> <li>• Netflix</li> <li>• Jaguar Land Rover</li> <li>• Google</li> <li>• Royal Mail</li> <li>• Apple</li> <li>• Tesco</li> <li>• Instagram</li> </ul>	1.1 Enterprise and entrepreneurship <ul style="list-style-type: none"> <li>• Introduction to Theme 1</li> <li>• 1.1.1 The dynamic nature of business</li> <li>• 1.1.2 Risk and reward</li> <li>• 1.1.3 The role of business enterprise</li> </ul> 1.2 Spotting a business opportunity <ul style="list-style-type: none"> <li>• 1.2.1 Customer needs</li> <li>• 1.2.2 Market research</li> </ul>	1.2 Spotting a business opportunity <ul style="list-style-type: none"> <li>• 1.2.3 Market segmentation</li> <li>• 1.2.4 The competitive environment</li> </ul> 1.3 Putting a business idea into practice <ul style="list-style-type: none"> <li>• 1.3.1 Business aims and objectives</li> <li>• 1.3.2 Business revenues, costs and profits</li> <li>• 1.3.3 Cash and cash-flow</li> <li>• 1.3.4 Sources of business finance</li> </ul>
<b>Assessment:</b> Knowledge Assessment 1 (Netflix, JLR, Google) Knowledge Assessment 2 (Royal Mail, Tesco, Apple, Instagram)	<b>Assessment:</b> Knowledge Assessment 3 (1.1) Exam Assessment 1 (1.1, 1.2)	<b>Assessment:</b> Knowledge Assessment 4 (1.2) Exam Assessment 2 (1.2, 1.3)
<b>Homework:</b> Homework throughout the year will be through a variety of forms, including End of Topic Recaps, research tasks, numerical assessments, and listening to podcasts / watching relevant documentaries / videos.		

Year 10: Theme 1 – Investigating Small Business / Theme 2 – Building a Business		
Term 1	Term 2	Term 3
<i>Theme 1 – Investigating Small Business</i>	<i>Theme 2 – Building a Business</i>	<i>Theme 2 – Building a Business</i>
Introduction to GCSE Business 1.4 Making the business effective <ul style="list-style-type: none"> <li>1.4.1 The options for start up and small businesses</li> <li>1.4.2 Business location</li> <li>1.4.3 The marketing mix</li> <li>1.4.4 Business plans</li> </ul> 1.5 Understanding external influences on business <ul style="list-style-type: none"> <li>1.5.1 Business stakeholders</li> <li>1.5.2 Technology and business</li> <li>1.5.3 Legislation and business</li> <li>1.5.4 The economy and business</li> <li>1.5.5 External influences</li> </ul>	2.1 Growing the business <ul style="list-style-type: none"> <li>2.1.1 Business growth</li> <li>2.1.2 Changes in business aims and objectives</li> <li>2.1.3 Business and globalisation</li> <li>2.1.4 Ethics, the environment and business</li> </ul> 2.2 Making marketing decisions <ul style="list-style-type: none"> <li>2.2.1 Product</li> <li>2.2.2 Price</li> </ul>	2.2 Making marketing decisions <ul style="list-style-type: none"> <li>2.2.3 Promotion</li> <li>2.2.4 Place</li> <li>2.2.5 Using the marketing mix to make business decisions</li> </ul> 2.3 Making operational decisions <ul style="list-style-type: none"> <li>2.3.1 Business operations</li> <li>2.3.2 Working with suppliers</li> <li>2.3.3 Managing quality</li> <li>2.3.4 The sales process</li> </ul>
<b>Assessment:</b> Knowledge Assessment 5 (1.4) Exam Assessment 3 (1.4, 1.5)	<b>Assessment:</b> Knowledge Assessment 6 (1.5, 2.1) Theme 1 Mock	<b>Assessment:</b> Exam Assessment 4 (2.1, 2.2) Theme 1 / 2 Walkthrough Mock
<b>Homework:</b> Homework throughout the year will be through a variety of forms, including End of Topic Recaps, research tasks, numerical assessments, and listening to podcasts / watching relevant documentaries / videos.		

Year 11: Theme 2 – Building a Business		
Term 1	Term 2	Term 3
<i>Theme 2 – Building a Business</i>	<i>Exam preparation</i>	<i>Exam preparation</i>
2.4 Making financial decisions <ul style="list-style-type: none"> <li>2.4.1 Business calculations</li> <li>2.4.2 Understanding business performance</li> </ul> 2.5 Making human resource decisions <ul style="list-style-type: none"> <li>2.5.1 Organisational structures</li> <li>2.5.2 Effective recruitment</li> <li>2.5.3 Effective training and development</li> <li>2.5.4 Motivation</li> </ul>	Preparation for examinations including a recap of key Theme 1 topics Exam structures	Preparation for examinations including a recap of key Theme 2 topics Exam structures
<b>Assessment:</b> Theme 1 Mock Exam Assessment 5 (2.3, 2.4)	<b>Assessment:</b> Theme 2 Mock Exam Assessment 6 (2.4, 2.5)	<b>Assessment:</b> Theme 2 Walkthrough Mock
<b>Homework:</b> Homework throughout the year will be through a variety of forms, including End of Topic Recaps, research tasks, numerical assessments, and listening to podcasts / watching relevant documentaries / videos.		