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## BUSINESS DEPARTMENT KEY STAGE 4 CURRICULUM OVERVIEW

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The Business department key stage 4 curriculum is designed to implement the Academy’s vision of “Deepening Learning, Raising Aspiration”, in line with the OAT curriculum strategy of “Teach, Develop, Change”. Our curriculum is carefully designed to build resilience, aspiration and independence in our learners.

The aim of the Business curriculum is to enable the students to experience and understand the subject in such a way that opens their eyes to the careers available and the employability skills needed to get there through a challenging academic programme that is enriched with real world case studies and examples.

This qualification has been designed to sit alongside the requirements of core GCSE subjects and is appropriate for learners who are motivated and challenged by learning through hands-on experiences and through content which is concrete and directly related to those experiences. It is distinct from GCSE Business Studies, as it encourages the learner to use knowledge and practical enterprise tools to prepare them for business. They will develop significant personal and vocational business skills that can be transferred to further study or employment. The study of business and enterprise involves understanding key business and enterprise areas such as, legal structures, marketing, market research, operations management, resource planning, human resources, funding, finance and business and enterprise planning.

The qualification focuses on an applied study of the business and enterprise sector and learners will gain a broad understanding and knowledge of working in the sector. What will the learner study as part of this qualification?

This qualification shows learners how to:

- understand entrepreneurial characteristics and business aims and objectives
- legal structures, organisational structures and stakeholder engagement
- understand the marketing mix, market research, market types and orientation types
- understand operations management
- understand internal and external influences on business
- understand research, resource planning and growth for business
- understand human resource requirements for a business start-up
- understand sources of enterprise funding and business finance
- understand business and enterprise planning

Year 10		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Autumn	<b>Entrepreneur and business aims and objectives</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						<b>Structures and stakeholder engagement</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						
	<ul style="list-style-type: none"> <li>Learners will know and understand what it means to be an entrepreneur, their motivations, characteristics and skills.</li> </ul>	<ul style="list-style-type: none"> <li>Learners will know and understand financial and non-financial business aims and objectives and how to apply these in business.</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand Organisational Structures</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand the internal and external stakeholders of a business and their aims and objectives, learners will know and understand the advantages of effectively engaging with stakeholders.</li> </ul>					
Spring	<b>Marketing mix and market research</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						<b>Operations management and customer service</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						
	<ul style="list-style-type: none"> <li>Learners will know and understand the marketing mix covering each of the four elements</li> </ul>	<ul style="list-style-type: none"> <li>Learners will know and understand data types, market research methods, the advantages and disadvantages of each method and how to apply these in business.</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand Operations Management</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand customer service. Learners will know and understand methods of measuring customer service and how customer service levels can be maintained.</li> </ul>					
Summer	<b>Internal influences and the challenges to growth</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						<b>External influences and challenges to growth</b> <span style="float: right; background-color: #800080; color: white; padding: 2px;">Diversity</span>						
	<ul style="list-style-type: none"> <li>Learners will know and understand the internal influences that affect a business</li> </ul>	<ul style="list-style-type: none"> <li>Learners will know and understand the challenges of growth and how they apply in business</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand the external influences that affect a business</li> <li>Learners will know and understand the challenges of growth and how they apply in business</li> </ul>			<ul style="list-style-type: none"> <li>Exam preparation</li> </ul>					

ORMISTON RIVERS ACADEMY– KEY STAGE 4 BUSINESS OVERVIEW

**Autumn Half Term 1**

**Entrepreneur – Weeks 1 to 3**

- Learners should know and understand what it means to be an entrepreneur and what motivates them
- Learners will know and understand the characteristics and skills of an entrepreneur and their applications in business

**Business aims and objectives– Weeks 5 to 6**

- Learners will know and understand the financial aims and objectives that a business might have and be able to apply these in business
- Learners will know and understand the non-financial aims and objectives that a business might have and be able to apply these in business

**Notes/Links/Interleaving**

**Key Skills:**

- Entrepreneur
- Invention
- innovation
- Fixed costs
- Variable Costs
- Total Costs
- Semi variable costs
- Revenue
- Total revenue
- Contribution
- Cash flow

Students learn the foundation of course through knowledge of entrepreneur and skills needed to be successful

**Additional Higher Content**

- Apply knowledge to family/friends that have businesses looking at the advantages and disadvantages

**Autumn Half Term 2**

**Structures – Weeks 7 to 9**

- Learners will know and understand the features, liability and sources of finance available to the various legal structures. Learners will know and understand the advantages and disadvantages of each legal structure
- Learners will know and understand the features of organisational structures, linked to span of control and chain of command. Learners will know and understand the advantages and disadvantages of organisational structures
- Learners will know and understand how and why a business may restructure its organisation

**Stakeholder engagement - Weeks 10 to 12**

- The learners will know and understand the internal stakeholders of a business and their needs
- The learners will know and understand the external stakeholders of a business and their aims and objectives
- The learners will know and understand the advantages of stakeholder engagement

**Notes/Links/Interleaving**

**Key Skills:**

- Sole trader
- Unlimited liability
- Limited liability
- Partnership
- Franchise
- Chain of command
- Layers
- Spans of control

Students build on knowledge of entrepreneurship with understanding of ownership types and structure

**Additional Higher Content**

- Watch Social Network movie, see how Facebook moved from sole trader to a PLC see impacts

ORMISTON RIVERS ACADEMY– KEY STAGE 4 BUSINESS OVERVIEW

**Spring Half Term 1**

**Marketing mix – Weeks 1 to 4**

- Learners will know and understand that products can be categorised in different ways
- Learners will know and understand the product lifecycle and its stages. Learners will be able to understand the characteristics of each stage and be able to apply this in business.
- Learners will know and understand the Boston Matrix and how it applies to business and enterprise. Learners will know and understand the structure of the Boston Matrix and the characteristics of the four categories
- Learners will know and understand the factors that a business should consider when deciding on a location and be able to apply this to business decisions. Learners will know and understand channels of distribution
- Learners will know and understand the concept of equilibrium price and various pricing strategies, and the advantages and limitations of each
- Learners will know and understand the promotion methods available to business and promotional objective

**Market research and markets – Weeks 5 to 6**

- Learners will know and understand different types of data, collected from market research activities, and the advantages and disadvantages of each
- Learners will know and understand the term primary research. Learners will be able to give examples of primary research methods and their advantages and disadvantages
- Learners will know and understand the term secondary research. Learners will be able to give examples of secondary research methods and their advantages and disadvantages
- Learners will know and understand market types and their characteristics
- Learners will know and understand orientation types and their characteristic

**Notes/Links/Interleaving**

**Key Skills:**

- Market share
- Extension strategies
- Customer base
- E commerce
- Supply and Demand
- Advertising

Students build on entrepreneurial skills with understanding of the 4 P's (Price, promotion, place and Product)

**Additional Higher Content**

- How certain products can be extended in their lifecycle, what influences the life of the product and to what extent can it be controlled by the business (see Coca Cola History)

**Spring Half Term 2**

**Operations management – Weeks 7 to 9**

- Learners will know and understand outsourcing, why businesses adopt this strategy and the advantages and disadvantages of outsourcing
- Learners will know and understand the methods of lean production, how these methods are applied in business and the benefits of using lean production
- Learner will know and understand maintaining and improving quality, how these methods are applied in business and the benefits of maintaining and improving quality
- Learners will know and understand the different production methods available to business, their application in business and the advantages and disadvantages of each method

**Customer service - Weeks 10 to 12**

- Learners will know and understand customer service. Learners will know and understand methods of measuring customer service and how customer service levels can be maintained.

**Notes/Links/Interleaving**

**Key terms:**

- Mass markets
- Niche markets
- Economies of scale
- Outsourcing

Students build on understanding of the 4 P's and look to incorporate production techniques and lowering unit cost

**Additional Higher Content**

- Further research in to the psychology of selling, how colours and tones can impact how we buy.

**Summer Half Term 1**

**Internal and external influences – Weeks 1 to 4**

- Learners will know and understand the internal influences that affect a business
- Learners will know and understand the external influences that affect a business
- Learners will know and understand the challenges of growth and how they apply in business

**Exam preparation – Weeks 5 to 6**

- Exam preparation

**Notes/Links/Interleaving**

**Key Skills:**

- Aims
- Objectives
- Financial function
- Motivation
- Operation function
- Diseconomies of scale
- Interest

Students build on the basic principals of how the business can also be affected by internal and external forces and look how to minimise risk to the business in both short and long term

**Additional Higher Content**

- Past papers
- Exam skills
- Scaffolding
- Revision skills

**Summer Half Term 2**

**Exam Preparation – Weeks 7 to 9**

- Exam preparation

**Mock Coursework - Weeks 10 to 12**

- Mock coursework (learners will prepare a mini business plan based on a business of their choosing)

**Notes/Links/Interleaving**

**Key Skills:**

- analyse
- discern
- apply
- evaluate
- explain
- express
- interpret
- investigate
- discuss
- describe
- define

Students use business knowledge to apply to the exam, through application (business examples), analysis (advantages and disadvantages of business decisions) and evaluation (to what extent the business decisions could be successful)

**Additional Higher Content**

- Past papers
- Exam skills
- Scaffolding
- Revision skills

Year  
11

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12		
Autumn	<b>Business research and resource planning</b>						Diversity	<b>Business growth and human resources</b>						Diversity
	<ul style="list-style-type: none"> <li>Learner's will know the different areas of research including competitor analysis, current and potential demand and legal requirements</li> </ul>				<ul style="list-style-type: none"> <li>Learners will understand the different resource planning including physical and technological resources</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand options for internal and external growth, the benefits of growth and be able to apply this in business</li> </ul>			<ul style="list-style-type: none"> <li>Learners will know and understand components of human resources and be able to apply them to a business.</li> </ul>			
Spring	<b>Business and enterprise funding</b>						Diversity	<b>Business and enterprise finance</b>						Diversity
	<ul style="list-style-type: none"> <li>Learners will understand how business gain funding to build chosen business, identifying both advantages and disadvantages of each source of finance</li> </ul>							<ul style="list-style-type: none"> <li>Learners will learn how to record financial transactions, using Income Statements, Break Even, Balance Sheet liabilities and Assets</li> </ul>						
Summer	<b>Business and enterprise planning</b>						Diversity	<b>Coursework</b>						Diversity
	<ul style="list-style-type: none"> <li>Learners will know the purpose and benefits of business planning</li> <li>Learners will learn how to create a basic business plan</li> </ul>							<ul style="list-style-type: none"> <li>Coursework</li> </ul>						

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**Autumn Half Term 1**

**Business research – Weeks 1-3**

- Learners will know and understand the areas for business research, the benefits of knowing this information and be able to apply this to a start-up business enterprise

**Resource planning – Weeks 4-6**

- Learners will know and understand physical resource planning for business and be able to apply this to a new business start-up
- Learners will know and understand technological resource planning for business and be able to apply this to a new business start-up

**Notes/Links/Interleaving**

**Key Skills:**

- Analysis
- Competitors
- Risk assessment
- Intellectual property
- Insurance
- Risk

Student build on the basic business fundamentals of understanding how a business works by developing a business plan through applying key concepts including market research

**Additional Higher Content**

- Research impacts of businesses who fail to do market research and see impacts on the business as whole (Short vs Long term)

**Autumn Half Term 2**

**Business Growth – Weeks 7-9**

- Learners will know and understand options for internal and external growth, the benefits of growth and be able to apply this in business.
- Learners will know and understand methods of internal growth
- Learners will know and understand methods of external growth

**Human Resources - Weeks 10-12**

- Learners will know and understand components of human resources and be able to apply them to a business.
- Learners will know and understand methods of recruitment
- Learners will know and understand the different stages of recruitment
- Learners will know and understand the different legal considerations
- Learners will know and understand the components of staff development
- Learners will know and understand aspects of pay and remuneration

**Notes/Links/Interleaving**

**Key Skills:**

- Transport
- Fixtures
- NFC reader
- EPOS
- IT infrastructure
- Diversification
- Horizontal and Vertical integration
- Geographical expansion
- Joint ventures
- Internal and External recruitment
- Stages of recruitment
- Contract of employment

Students now focus on how business can be expanded and developed at the same time discuss key human resource issues. Students should still consider financial impacts from previous topics.

**Additional Higher Content**

- Further research in to business tax changes in the UK
- Discuss impact on any organisation with regards to poor recruitment

**Spring Half Term 1**

**Business and enterprise funding – Weeks 1-3**

- Learners will know and understand funding types for business and enterprise. Learners will be able to evaluate the suitability of funding types when applied to business

**Business and enterprise finance – Weeks 4-6**

- Learners will know and understand financial concepts, how to calculate them and the impact they have on business and enterprise
- Learners will know and understand costs, liabilities and assets. Learners will know and understand how these affect business and enterprise
- Learners will know and understand financial documents, their structure and the information they contain
- Learners will know and understand ratio analysis, how to undertake ratio analysis calculations and how to interpret results
- Learners will know and understand the importance of cash flow management and how businesses can improve their cash flow position.

**Notes/Links/Interleaving**

**Key Skills:**

- Funding
- Loan
- Annual percentage rate
- Grant
- Crowdfunding
- Income statement

Students previously learnt how to manage business finances. This area now focuses on looking for suitable finance to grow and expand the business. Also, students will also develop more knowledge about complex financial concepts and calculations

**Additional Higher Content**

- Work with school business manager to discuss school finances and the role they play in an organisation

**Spring Half Term 2**

**Business Planning – Weeks 7-9**

- Learners will know and understand why businesses develop a business plan and be able to apply this to business
- Learners will know and understand the benefits of business planning and be able to apply these in business

**Business Planning - Weeks 10-12**

- Learners will know and understand the sections of a business plan and how it applies to business

**Notes/Links/Interleaving**

**Key Skills:**

- Liabilities
- Assets
- Cash flow forecast
- Statement of financial position
- Ratios
- SMART objectives
- SWOT analysis
- Business Plan

Students build on previous marketing, operations and human resource concepts to identify the importance of business plan.

**Additional Higher Content**

- Discussing the merits of business plans with local businesses through the local chamber of commerce

**Summer Half Term 1**

**Coursework – Weeks 1-3**

- Learners will complete and produce a business plan project using all previous knowledge gained across the curriculum

**Coursework – Weeks 4-6**

- Learners will complete and produce a business plan project using all previous knowledge gained across the curriculum

**Notes/Links/Interleaving**

**Key Skills:**

- Knowledge
- Application
- Analysis
- Evaluation

Students must now bring all knowledge learnt from the course and apply to case study (supplied by exam body). Students will have the opportunity to identify strengths and weaknesses of the business and develop sound business strategies

**Additional Higher Content**

- research local businesses through the chamber of commerce and interview owners about their business plan experiences

**Summer Half Term 2**

**Exam preparation – Weeks 7-9**

- Exam preparation

**Students Left – Weeks 10-12**

**Notes/Links/Interleaving**

**Key Skills:**

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Students use business knowledge to apply to the exam, through application (business examples), analysis (advantages and disadvantages of business decisions) and evaluation (to what extent the business decisions could be successful)

**Additional Higher Content**

- Past papers
- Exam skills
- Scaffolding
- Revision skills