



## KS4 Curriculum Map – Business Studies:

Topic	Knowledge <i>Substantive knowledge:</i> This is the specific, factual content for the topic, which should be connected into a careful sequence of learning.	Skills <i>Disciplinary knowledge:</i> This is the action taken within a particular topic in order to gain substantive knowledge.	Assessment Opportunities  What assessments will be used to measure student progress?
3.1 Business in the real world  (The purpose and nature of businesses)	<ul style="list-style-type: none"> <li>• Purpose of business</li> <li>• Reasons for starting a business</li> <li>• Basic functions and types of business</li> <li>• Business enterprise and entrepreneurship</li> <li>• Dynamic nature of business</li> </ul>	<ul style="list-style-type: none"> <li>• Learn and understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business opportunity and providing a good or service to benefit others)</li> <li>• Define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector</li> <li>• Outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk</li> <li>• Outline the objectives of an entrepreneur, including to be their own boss, flexible working hours, to pursue an interest, earn more money, identify a gap in the market and dissatisfaction with current job</li> <li>• Understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations.</li> </ul>	<ul style="list-style-type: none"> <li>• Baseline assessment</li> <li>• Informal presentations</li> <li>• Write up of findings</li> <li>• Teacher observation</li> </ul>

<p>Business Ownership</p>	<ul style="list-style-type: none"> <li>• Sole traders</li> <li>• Partnerships</li> <li>• Private limited companies (ltd)</li> <li>• Public limited companies (plc)</li> <li>• Not-for-profit organisations</li> </ul>	<ul style="list-style-type: none"> <li>• understand the different legal structures that businesses adopt</li> <li>• analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)</li> <li>• understand the concept of limited liability and which legal structures benefit from this</li> <li>• evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>
<p>Setting business aims and objectives</p>	<ul style="list-style-type: none"> <li>• What are business aims and objectives</li> <li>• Purpose of setting objectives</li> <li>• Role of objectives in running a business</li> <li>• Changing objectives</li> <li>• Use of objectives in judging success</li> </ul>	<ul style="list-style-type: none"> <li>• understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value</li> <li>• understand the role of objectives in running a business</li> <li>• understand how and why the objectives set will differ between businesses</li> <li>• understand the success of a business can be measured in other ways than profit.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>

Stakeholders	<ul style="list-style-type: none"> <li>• Main stakeholders of businesses</li> <li>• Objectives of stakeholders</li> <li>• Impact of business activity on stakeholders</li> <li>• Impact and influence stakeholders have on businesses</li> </ul>	<ul style="list-style-type: none"> <li>• understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers</li> <li>• understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners</li> <li>• understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations</li> </ul>
Business location	<ul style="list-style-type: none"> <li>• Factors influencing the location decision of a business</li> </ul>	<ul style="list-style-type: none"> <li>• Students will consider the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs</li> </ul>	<ul style="list-style-type: none"> <li>• Teacher observation</li> </ul>
Business Planning	<ul style="list-style-type: none"> <li>• The purpose of business planning</li> <li>• The main sections within a business plan</li> <li>• Basic financial terms</li> <li>• Basic financial calculations</li> </ul>	<ul style="list-style-type: none"> <li>• understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organised</li> <li>• understand the main sections of a business plan</li> <li>• analyse the benefits and drawbacks of business planning</li> <li>• understand the difference between variable costs, fixed costs and total costs</li> <li>• understand the concept of revenue, costs, profit and loss</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>

Expanding a business	<ul style="list-style-type: none"> <li>• Methods of expansion</li> <li>• Benefits and drawbacks of expansion</li> <li>• Economies of scale</li> <li>• Diseconomies of scale</li> </ul>	<ul style="list-style-type: none"> <li>• discuss the advantages and disadvantages of methods of growth</li> <li>• understand the methods used by businesses when expanding (organic growth through franchising, opening new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers)</li> <li>• understand the benefits of growth in terms of unit cost advantages due to economies of scale and the drawbacks of growth due to diseconomies of scale</li> <li>• understand the meaning of purchasing and technical economies of scale</li> <li>• understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation</li> <li>• calculate and interpret average unit costs.</li> </ul>	<ul style="list-style-type: none"> <li>• Group task</li> </ul>
3.2 Influences on business (Technology)	<ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Digital communication</li> </ul>	<ul style="list-style-type: none"> <li>• Students should understand the impact of the changing use of ICT and how it influences business activity.</li> <li>• E-commerce to access wider markets.</li> <li>• Digital communication changing the way businesses communicate with stakeholders. Students are expected to know relevant examples of digital technology/communication.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>
Ethical & Environmental considerations	<ul style="list-style-type: none"> <li>• Business &amp; ethical considerations</li> <li>• Business &amp; the environment</li> <li>• The advantages &amp; disadvantages of environmentally friendly &amp; ethical policies</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn about the importance of ethical considerations via a range of debates and documentaries.</li> </ul>	<ul style="list-style-type: none"> <li>• Debates</li> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>

The economic climate of business	<ul style="list-style-type: none"> <li>• What is the economic climate?</li> <li>• Interest rates &amp; the economic climate</li> <li>• Levels of employment &amp; consumer spending</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn how a range of economic factors influence businesses.</li> <li>• Calculate interest and evaluate its effect on firms</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
Globalisation	<ul style="list-style-type: none"> <li>• What is it?</li> <li>• Benefits &amp; drawbacks of globalisation</li> <li>• How UK businesses compete internationally</li> <li>• Exchange rates</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and debate the effects of globalisation on businesses</li> <li>• Calculate exchange rate changes and evaluate the effect of them on different businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• Multiple Choice Questions</li> </ul>
Legislation	<ul style="list-style-type: none"> <li>• What is legislation?</li> <li>• Employment law</li> <li>• Health &amp; safety law</li> <li>• Consumer law</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and debate the effects of legislation on consumers, staff and the business itself.</li> </ul>	<ul style="list-style-type: none"> <li>• Written questions</li> </ul>
The competitive environment	<ul style="list-style-type: none"> <li>• Markets &amp; competition</li> <li>• Business, uncertainty &amp; risk</li> <li>• Entrepreneurs &amp; new businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Students will investigate how firms compete with each other.</li> <li>• They will make appropriate decisions about the best methods for certain situations.</li> </ul>	<ul style="list-style-type: none"> <li>• Written tasks</li> </ul>
3.4 Human resources (Organisational Structures)	<ul style="list-style-type: none"> <li>• Why have organisational structures</li> <li>• Job roles &amp; responsibilities within organisational structures</li> <li>• Using organisational structures</li> <li>• Centralisation &amp; Decentralisation</li> </ul>	<ul style="list-style-type: none"> <li>• Students will construct, interpret and evaluate the appropriateness of a range of organisational structures for different firms.</li> <li>• Different types of decisions making will be evaluated and the connection with other aspects of HR will be investigated such as motivation, leadership, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
Recruitment & selection of employees	<ul style="list-style-type: none"> <li>• Why the need to recruit?</li> <li>• How businesses recruit &amp; select employees</li> <li>• The recruitment &amp; selection process</li> <li>• Contracts of employment</li> </ul>	<ul style="list-style-type: none"> <li>• Students will complete the recruitment process for a fictional job. They will undertake each stage and conduct mock interviews, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Observation of mock recruitment process.</li> </ul>

Motivating employees	<ul style="list-style-type: none"> <li>• The importance of motivation</li> <li>• Methods of motivation</li> </ul>	<ul style="list-style-type: none"> <li>• Students will evaluate the different financial and non-financial methods of motivation evaluating which are most suitable or effective.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
Training	<ul style="list-style-type: none"> <li>• The importance of training</li> <li>• Type of training</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn the benefits and drawbacks of different types of training and evaluate which is most suitable for different jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
3.3 Business operations (Production processes)	<ul style="list-style-type: none"> <li>• Production management</li> <li>• Methods of production</li> <li>• Efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Students will conduct role play production exercises and analyse the effects of using different production methods.</li> <li>• Students will evaluate the benefits and drawbacks of different methods and make choices about what is best.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> <li>• Teacher observation</li> </ul>
The role of procurement	<ul style="list-style-type: none"> <li>• Managing stocks</li> <li>• Working with suppliers</li> </ul>	<ul style="list-style-type: none"> <li>• Students will evaluate the different ways that firms manage stock such as JIT and JIC.</li> <li>• They will make decisions about the most appropriate methods</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
The concept of quality	<ul style="list-style-type: none"> <li>• The meaning of quality</li> <li>• Meeting customer expectations</li> <li>• Measuring quality &amp; identifying problem</li> <li>• The consequences of poor quality</li> <li>• Maintaining consistent quality</li> <li>• The costs &amp; benefits of maintaining quality</li> </ul>	<ul style="list-style-type: none"> <li>• Students will learn the benefits and drawbacks of different methods of maintaining quality.</li> <li>• They will take part in a role play exercise where a variety of personnel in a firm aim to tackle quality issues considering the</li> </ul>	<ul style="list-style-type: none"> <li>• Roleplay observation</li> </ul>

		holistic impact on the different functional areas of the business.	
Good customer service	<ul style="list-style-type: none"> <li>• What is good customer service</li> <li>• Methods of good service</li> <li>• Benefits of good customer service</li> <li>• Dangers of poor customer service</li> <li>• How ICT can help businesses to offer good customer services</li> </ul>	<ul style="list-style-type: none"> <li>• The benefits and drawbacks of good customer service will be evaluated with students encouraged to weigh up the trade-off between service and costs.</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Choice Questions</li> <li>• Written tasks</li> </ul>
3.6 Finance Sources of finance	<ul style="list-style-type: none"> <li>• Why raise finance?</li> <li>• Sources – Internal/External</li> <li>• Choosing the right one</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the benefits and drawbacks of different sources of finance and make decisions about the most appropriate ones for a business</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>
Cash flow	<ul style="list-style-type: none"> <li>• What is it?</li> <li>• Why is it important?</li> <li>• Interpreting cashflow</li> <li>• Cash vs profit</li> </ul>	<ul style="list-style-type: none"> <li>• Produce, interpret and calculate cash flow forecasts and statements</li> <li>• Learn about how businesses can improve their cash flow if necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> <li>• Multiple Choice Questions</li> <li>• Written assessment</li> </ul>
Financial terms & calculations	<ul style="list-style-type: none"> <li>• Basic financial terms</li> <li>• Investment &amp; Average rate of return</li> <li>• Breakeven analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Calculate ARR, breakeven, types of profit</li> <li>• Interpret the results to make appropriate decisions and investment appraisals.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> </ul>
Analysing the financial performance of a business	<ul style="list-style-type: none"> <li>• Why prepare financial statements?</li> <li>• Components of financial statements</li> <li>• Interpreting financial statements</li> <li>• Importance of financial statements</li> </ul>	<ul style="list-style-type: none"> <li>• Create, calculate and interpret financial documents including a profit and loss account and a balance sheet.</li> </ul>	<ul style="list-style-type: none"> <li>• Calculations</li> </ul>

<p>3.5 Marketing (Segmentation)</p>	<ul style="list-style-type: none"> <li>Types of segmentation</li> </ul>	<ul style="list-style-type: none"> <li>Students should understand how and why different businesses use segmentation to target customers, including: Gender, age, location, income.</li> </ul>	<ul style="list-style-type: none"> <li>Written tasks</li> </ul>
<p>The purpose and methods of market research</p>	<ul style="list-style-type: none"> <li>Purpose of market research</li> <li>Collect information about: <ul style="list-style-type: none"> <li>demand</li> <li>competition</li> <li>target market.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Students should understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors.</li> <li>Students should identify the benefits and drawbacks for various market research techniques and select the best method for a given business.</li> </ul>	<ul style="list-style-type: none"> <li>Written tasks</li> </ul>
<p>Elements of the marketing mix</p>	<ul style="list-style-type: none"> <li>What is it?</li> <li>Elements of the marketing mix</li> <li>Choosing the best</li> </ul>	<ul style="list-style-type: none"> <li>Students will analyse the different elements of marketing used by businesses and suggest which methods are most suitable in different situations.</li> </ul>	<ul style="list-style-type: none"> <li>Presentations</li> </ul>
<p>Using the marketing mix: product &amp; pricing</p>	<ul style="list-style-type: none"> <li>The product</li> <li>New products</li> <li>Product portfolio</li> <li>Introduction to pricing</li> <li>Factors influencing the price</li> </ul>	<ul style="list-style-type: none"> <li>Students will learn about the product life cycle and the effect it has on business' cash flow, etc</li> <li>This will be linked to product portfolio and the Boston matrix so that students can evaluate the choices a business makes when deciding whether to adapt their range of products.</li> <li>A range of pricing strategies will be studied with students evaluating when the different methods are most likely to work effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Multiple Choice Questions</li> <li>Written tasks</li> <li>Group exercise</li> <li>Presentations</li> </ul>
<p>Promotion &amp; distribution</p>	<ul style="list-style-type: none"> <li>Introduction to promotion</li> <li>What is it used for?</li> <li>The distribution channel</li> </ul>	<ul style="list-style-type: none"> <li>Students will evaluate the different promotional methods and suggest the most appropriate ones for different situations.</li> <li>The different methods of distribution will be examined with students learning why different channels are beneficial in different situations.</li> </ul>	<ul style="list-style-type: none"> <li>Multiple Choice Questions</li> <li>Written tasks</li> <li>Presentations</li> </ul>