# **fortismere** Business Studies KS4 Curriculum Map 2021-22

<b>Yr10</b> (KS4)	Topic Area	Knowledge/Skills that are taught	Knowledge/Skills revisited	What does good look like?	Resources/support at home
Autumn 1	1.1 The role of business enterprise and entrepreneurship	As a new subject, the attention especially will be on new key business terms. Also, writing skills are important and will need extra guidance, given the possibility of a decline, due to Covid led schools shutdown. <i>Knowledge:</i> Meaning of entrepreneur, risk, reward Why businesses exist Role of entrepreneur in business activity Why certain people are more suited to being a successful entrepreneur Characteristics of risk and reward and their merits in deciding whether or not to start a business	New course – important to learn new terms Ensure business spelling is correct! Reading business section of a paper will help develop application, analytical and evaluation skills Topic 1.1 underpins the course. Develop application skills – must link answers to case study questions, by referring to the business and its role / sector – 'write in context' Essay writing - analysing and evaluating	Students are able to: Recall key terms / information Apply info in context of the case study To analyse and evaluate significance	at homeWhat to read: OCRGCSE e-textbook(Schofield andWilliams)Glossary given to eachstudent.Also, worth readingbusiness page(s) fromEvening Standard,daily newspapers andBBC business websitehttps://www.bbc.co.uk/news/businessWhat to watch:Business clips fromBBC business and
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)			Reuters sites https://uk.reuters.co m/
	1.2 Business planning	<i>Knowledge:</i> Meaning of a business plan The purpose of planning business activity	Links with 1.1, 1.3, 1.4, 1.5. 1.6, 2.2, 2.4, 3.4 and Y11 topics 5.2, 5.3, 5.4 and 5.5 and 7		https://www.bbc.co.u k/news/business

Students will demonstrate knowledge and understanding of the core conceptsyear old entrepren http://www.bbc.co /newsbeat/article/ 250331-415-year-o british-girl-earns:5.3 (intro) Revenues, costs, profit and lossKnowledge: Meaning of revenues, costs, profit and lossStudents will demonstrate http://www.bbc.co the core conceptsPercent of the core concepts5.3 (intro) Revenues, costs, profit and lossKnowledge: Meaning of revenues, costs, profit and lossStudents will demonstrate hnowledge and understanding of the core conceptsRecall key terms / information Apply info in context of the case study1.3 Business ownershipSkills: Applying, explaining and markingStudents will demonstrate knowledge and understanding of the core conceptsRecall key terms / information Apply info in context of the case studyNowledge and understanding of the core concepts1.3 Business ownershipSkills: Applying, explaining and mureracyTopic reviewed in Y11 as part of the Finance Section 5 of the courseStudents will demonstrate knowledge and understanding of the finances Section 5 of the courseStudents will demonstrate knowledge and understanding of the finance Section 5 of the courseWhat to visit: Business theory to understa how businesses are all around you locally in contarts theory to understa how businesses are all around you locally in central London.Students will demonstrate knowledge and understanding1.4 Dusiness partnership, private limited company, public limited company, limited andStudents will demonstrate knowledge and understandingHerein topic partneres students will dem	fort	ismere	Business Studies KS4 Curricu	lum Map 2021-22		
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public limited company, limited and knowledge and understanding the 4 functional art			<b>U U</b>	Chudoute will done exetuate		
						the 4 functional areas
			unlimited liability	of the core concepts		
The features of different types of     marketing, HR,			· · ·			- · · · ·
business ownership (sole trader, partnership, private limited company,Essay writing - analysing and evaluating skills to beproduction and finance., the next to			• •			finance., the next time

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	1.4 Business aims and objectives	<ul> <li>public limited company)</li> <li>Advantages and disadvantages of</li> <li>different forms of business ownership</li> <li>The concept of limited liability</li> <li>The suitability of differing types of</li> <li>ownership in different business</li> <li>contexts</li> </ul> Skills: Applying, explaining, analysing <ul> <li>and evaluating (giving a fully justified</li> <li>opinion)</li> </ul> Knowledge: Meaning of business aims <ul> <li>and objectives</li> <li>The aims and objectives of business</li> <li>How and why objectives might change</li> <li>as businesses evolve</li> <li>Why different businesses may have</li> <li>different objectives</li> </ul> <i>Skills:</i> Applying, explaining, analysing <ul> <li>and evaluating (giving a fully justified</li> <li>opinion)</li> </ul> <i>Knowledge:</i> Meaning of business aims <ul> <li>and objectives</li> <li>The aims and objectives of business</li> <li>How and why objectives might change</li> <li>as businesses evolve</li> <li>Why different businesses may have</li> <li>different objectives</li> </ul> <i>Skills:</i> Applying, explaining, analysing <ul> <li>and evaluating (giving a fully justified</li> <li>opinion)</li> </ul> <i>Knowledge:</i> Meaning of business aims <ul> <li>and objectives</li> <li>The aims and objectives of business</li> <li>How and why objectives might change</li> <li>as businesses evolve</li> <li>Why different businesses may have</li> <li>different objectives</li> <li><i>Skills:</i> Applying, explaining, analysing</li> </ul>	developed, as well as application skills         Topics links up with 1.1, 1.2 and the Finance Section 5         Students will demonstrate knowledge and understanding of the core concepts         Essay writing - analysing and evaluating skills to be developed, as well as application skills         Topic links up with 1.1, 1.2, 1.3, 1.5, 1.6 and 2.2	Recall key terms / information Apply info in context of the case study To analyse and evaluate significance	you go shopping or on holiday!Use of OCR GCSE Business papers. OCR Business Quizlet and Seneca. This can be done for both pre learning and to check knowledge after lesson/topic revised.OCR GCSE Business 9-1 Revision notes
		How and why objectives might change as businesses evolve Why different businesses may have different objectives			

		opinion)			
			Revisit topics 1.1, 5.3		
			Revisit 1.2		
Autumn 2	1.5 Stakeholders in business	<ul> <li>Knowledge: Meaning of stakeholders</li> <li>The roles and objectives of internal and external stakeholder groups</li> <li>The effect business activity has on stakeholders</li> <li>The effect stakeholders have on business (and businesses have on stakeholders</li> <li>Skills: Applying, explaining, analysing and evaluating (giving a fully justified opinion)</li> </ul>	Revisit 1.3, 1.4 Topic links up with 1.1, 1.2, 1.3, 1.4 Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills	Students are able to: Recall key terms / information Apply info in context of the case study To analyse and evaluate significance	
	1.6 Business growth	<ul> <li>Knowledge: Methods by which businesses grow (internal / organic and external)</li> <li>How different businesses might grow in different ways</li> <li>Skills: Applying, explaining, analysing and evaluating (giving a fully justified opinion)</li> </ul>	Topic links with 1.4, 2.1, and Y11 topics 5.5 and 7 Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as		
	2.1 The role of marketing	<i>Knowledg</i> e: Meaning of marketing The purpose of marketing in business activity (identifying and understanding customers, informing customers and	application skills		

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	2.2 Market research	<ul> <li><i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)</li> <li><i>Knowledge:</i> Meaning of (primary and secondary) market research</li> <li>The purpose of market research</li> <li>Primary research methods</li> <li>Secondary research sources</li> <li>How appropriate different methods and sources of market research are for different business purposes</li> <li>The use and interpretation of qualitative and quantitative data in market research</li> </ul>	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills Links up with 1.2	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion), numeracy	Revisit 1.1, 1.4, 1.5, 1.6 Revisit 2.1, 2.2		
Spring 1	2.3 Market segmentation	Knowledge: Meaning of market segmentationThe use of segmentation to target customersHow and why different methods of segmentation are used in different business situations	Links with Topic 2.1, 2.2 Revisit 1.3, 1.6, 2.1, 2.2 Students will demonstrate knowledge and understanding of the core concepts	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)	Essay writing - analysing and evaluating skills to be developed, as well as		



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			application skills		
	2.4 The marketing mix	<i>Knowledge:</i> Meaning of marketing mix The four Ps of the marketing mix and their importance	Links with 1.2, 2.1 and Y11 topics Section 5 and 7 (synoptic topic)	Apply information in context of the case study To analyse and evaluate significance	
		The product - stages of the product life cycle Pricing methods Promotion - point of sale Promotion – advertising	Students will demonstrate knowledge and understanding of the core concepts		
		Place - distribution of products and services How the four Ps of the marketing mix	Essay writing - analysing and evaluating skills to be developed, as well as application skills		
		work together The use of the marketing mix to			
		inform and implement business decisions Interpretation of market data			
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)			
Spring 2	3.1 The role of human resources (HR)	<i>Knowledge:</i> Meaning of human resources (HR) The purpose of HR within business Benefits and costs of completing an	Students will demonstrate knowledge and understanding of the core concepts	Students are able to: Recall key terms / information Apply information in context of the case study	
		analysis of their HR needs <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified	Essay writing - analysing and evaluating skills to be developed, as well as application skills	To analyse and evaluate significance	
		opinion)			

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	3.2 Organisational structures and different ways of working	Knowledge: Meaning of organisational structure and chart, chain of command, span of control, delegation, subordinates, zero hour contracts, flexible working Different organisational structures The terminology of organisation charts Why businesses have different organisational structures Ways of working Skills: Applying, explaining, analysing and evaluating (giving a fully justified opinion)		
	3.3 Communication in business	Knowledge: Meaning of (digital) communication Ways of communicating in a business context – verbal, written, email, texts, social media and website The importance of business communications The influence of digital communication on business activity (marketing, HR, operations and finance) <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)	Revisit 2.3 and 2.4 Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills	

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Summer 1	3.4 Recruitment and selection	Knowledge: Meaning of (internal and external) recruitmentWhy businesses recruitDifferent stages in the process of recruitment and selectionThe use of different recruitment methods to meet different business needsMethods of selectionSkills: Applying, explaining, analysing 	Students will demonstrate knowledge and understanding of the core conceptsEssay writing - analysing and evaluating skills to be developed, as well as application skillsLinks with Y10 topic 1.2Revisit Topics 3.1 and 3.2	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
	3.5 Motivation and retention	<ul> <li>Knowledge: Meaning of motivation and retention</li> <li>Financial methods of motivation (and perform calculations</li> <li>Non-financial methods of motivation</li> <li>The importance of employee motivation</li> <li>The importance of employee retention</li> <li>Skills: Applying, explaining, analysing, evaluating (giving a fully justified opinion) and numeracy</li> </ul>	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
	3.6 Training and development	<i>Knowledge:</i> Meaning of training and development			

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		Busilless Studies K54 Cullicul			
		Different training methods – on-the- job, off-the-job and induction training			
		Why businesses train their workers			
		and the use of different training			
		methods			
		Staff development – apprenticeships			
		and professional development,			
		including vocational and academic			
		development			
		The benefits to employees and			
		businesses of staff development			
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)			
Summer 2	3.7 Employment law	<i>Knowledge:</i> Meaning of employment law Main laws that exist to protect workers in the UK Benefits and costs of employment laws for workers and businesses The impact of current legislation on	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
		recruitment and employment <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)	application skills		
		Knowledge: Meaning of job, batch and			



fort	4.1 Production processes	Business Studies KS4 Curricul         flow production processes and when         they are appropriate for businesses         Benefits and costs of the different         production         How the use of technology within         production processes has developed         Benefits and costs of the use of         technology in production processes         and their impact on businesses         Skills: Applying, explaining, analysing         and evaluating (giving a fully justified         opinion).	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills Links with Y10 topic 1.2, 1.3		
<b>Yr11</b> (KS4)	Topic Area	Knowledge/Skills that are taught	Knowledge/Skills revisited	What does good look like?	Resources/support at home
Autumn 1	4.1 Production processes	Review of communications topics. General overview of the Paper 1 syllabus, using stretched exams / MCQs (Topics 1.1 to 1.6, 2.1 to 2.4 and 3.1 to 3.7) for 6 lessons <i>Knowledge:</i> Meaning of job, batch and flow production processes and when they are appropriate for businesses Benefits and costs of the different production How the use of technology within production processes has developed Benefits and costs of the use of technology in production processes and their impact on businesses	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills Topic links up with Y10 topics 1.2 and 2.1 and Y11 Finance	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	What to read: OCRGCSE textbook(Schofield andWilliams)Glossary given to eachstudent.Also, worth readingbusiness page(s) fromEvening Standard,daily newspapers andBBC business websitehttps://www.bbc.co.uk/news/business

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		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).	topics and Section 7 (synoptic)		What to watch: Business clips from BBC business and
	4.2 Quality of goods and services	<i>Knowledge:</i> Meaning of quality Different methods of ensuring quality – quality control and quality	Links with Topics 4.1, 4.3 and 4.4, 5.3		Reuters sites <u>https://uk.reuters.co</u>
		assurance Methods of ensuring quality Importance of quality in both the production of goods and the provision of services	Review Paper 1 topics		<u>m/</u> <u>https://www.bbc.co.u</u> <u>k/news/business</u>
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion).			What to visit: Businesses are all around you locally and
	4.3 the sales process and customer service	<i>Knowledge:</i> Different methods of selling that a business might use Influence of e-commerce on business activity Importance of customer service (including after -sales service) in	Students will demonstrate knowledge and understanding of the core concepts	Students are able to: Recall key terms / information Apply information in context of the case study	in central London. Try to apply business theory to understand how businesses are performing. Consider the 4 functional areas of a business:
		business activity The contribution of product knowledge and customer engagement to customer service in business activity	Essay writing - analysing and evaluating skills to be developed, as well as application skills	To analyse and evaluate significance	marketing, HR, production and finance., the next time you go shopping or on holiday!
	4.4 Consumer law	<i>Knowledge:</i> Ways in which customers are protected by law Ways that consumer law affects	Links with Topic 4.2		Revision guide to be purchased for September 2020

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		<i>Skills:</i> Identifying, applying, explaining, analysing and evaluating (giving a fully justified opinion)			Business quizlet and Seneca. This can be done for both pre learning and to check knowledge after lesson/topic revised.
	4.5 Business location	<i>Knowledge:</i> Factors that influence where businesses decide to locate Importance of different factors that influence location decisions <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)	Link with Y10 topic 4.2 and Y11 Section 7		
Autumn 2	4.6 Working with suppliers	Knowledge: Role of procurement in a business contextImpact of logistical and supply decisions on businessesSkills: Identifying, applying, explaining, analysing and evaluating (giving a fully justified opinion	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
	<b>Finance</b> 5.1 The role of the finance function	<i>Knowledge:</i> Role of the finance function in businesses How the finance function can influence business activity <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified			

		opinion)			
	5.2 Sources of finance	<i>Knowledge:</i> Reasons businesses need finance Ways of raising finance, and the costs and uses of these	Links with Y10 topics 1.2, 1.3 and Y11 topic 4.1		
		How and why different sources of finance are suitable for new and for established businesses	Review topics 4.1, 4,2, 4.3, 4.4, 4.5, 4.6 (Section 4)		
		<i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified	Mock: Paper 1 (Sections 1 to 3)		
	5.3 Revenues, costs, profit and loss	opinion) <i>Knowledge:</i> Meaning of revenue, costs, profit, and loss Examples of different costs Importance of revenue, cost, profit, and loss in business decision-making	Revisit Maths skills / formulae (which must be learnt)		
Spring 1	5.4 Break-even	Interpretation of gross/net profit margins and average rate of return	Links with 5.2	Students are able to: Recall key terms / information Apply information in context of	
		Skills: Identifying, applying, analysing, evaluating and maths calculations (including formulae, such as profitability ratios and average rate of	Students will demonstrate knowledge and understanding of the core concepts	the case study To analyse and evaluate significance	
		return) and data / graphs / chart Interpretation. Percentages, percentage changes and averages are other quantitative skills that must be learnt	Essay writing - analysing and evaluating skills to be developed, as well as application skills		



	Dusiness Studies K34 Curricul			
5.5 Cash and cash flow	<ul> <li>Knowledge: Break-even and its uses.</li> <li>Usefulness of break-even analysis in decision-making</li> <li>Skills: Applying, explaining, analysing, evaluating and maths calculations (break-even formula). Interpret information given in graphs and charts including break-even graphs as part of quantitative skills</li> <li>Knowledge: Importance of cash to a business</li> <li>Difference between cash and profit Components of a cash flow forecast Usefulness of cash flow forecast to a business</li> <li>Skills: Applying, explaining, analysing, evaluating and maths calculations (including cash flow forecasts) and data interpretation. Interpret</li> </ul>	Links with 1.2, 4.1, 5.3 Review Topics 5.1, 5.2 and 5.3 Review Paper 1 topics Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
Influences on business 6.1 Ethical and environmental considerations	<i>Knowledge:</i> Meaning of ethical considerations Impact of ethical considerations on businesses	Links with 1.1, 1,2,1.5, 4.1, 4.4 Review Topics 5.4 and 5.5		

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Spring 2		Meaning of environmental considerations Impact of environmental considerations <i>Skills:</i> Applying, explaining, analysing and evaluating (giving a fully justified opinion)	Revisit Topics 5.4, 5.5 and 6.1	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
	6.2 The economic climate	<ul> <li>Knowledge: Meaning of economic climate</li> <li>Impact of changes in the economic climate (income and employment levels) on businesses</li> <li>How businesses may respond to changes in the economic climate and possible strategies (affecting Production, HR, Finance and Marketing)</li> <li>Skills: Applying, explaining, analysing and evaluating (giving a fully justified opinion)</li> </ul>	Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills Links with 1.2, 2.1, 3.1, 4.1 and Section 7	Students are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance	
	6.3 Globalisation	Knowledge: Meaning of globalisation Impact of growth of multinationals (MNCs) How globalisation has influenced business location Meaning of international branding	Link with 1.5, 4.5, 6.2 Students will demonstrate knowledge and understanding of the core concepts		

## **fortismere** Business Studies KS4 Curriculum Map 2021-22

Summer 1The interdependent business context 7Anowiedge: Links between option) and synopticity context in measuring and use of financial in measuring and use of financial in measuring and use of context indexting shills to be context in the conceptsStudents are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance.Summer 1The interdependent production, finance, marketing and human resources within a business activity Use of financial in measuring and understanding business performance and decision-making within a business contextContinue to develop synoptic skillsStudents are able to: Recall key terms / information Apply information in context of the case study To analyse and evaluate significance.Summer 2Context indext of the conceptsStudents will demonstrate and decision-making apply to business context (make concepts and decision-making within a business context)Students will able and synopticity rote analyse and evaluate application skillsSummer 2Cost Exam Preparation / revisionSkills - Skills -						
interdependent nature of businessproduction, finance, marketing and human resources within a business contextskillsRecall key terms / information Apply information in context of the case study7Impact on risk and reward on business activity Use of financial in measuring and understanding business performance and decision-makingStudents will demonstrate knowledge and understanding and evaluating skills to be developed, as well as application skillsRecall key terms / information Apply information in context of the case study To analyse and evaluate significanceGCSE Exam Preparation / revisionGCSE Exam Preparation / revisionReview Topics 6.1, 6.2 and Paper 1 topicsReview Topics 6.1, 6.2 and Paper 1 topicsReview Topics 6.1, 6.2 and Paper 1 topics			be used Ways in which businesses compete internationally Different strategies that businesses use to compete internationally <i>Skills:</i> Applying, explaining, analysing evaluating (giving a fully justified	evaluating skills to be developed, as well as		
Summer 2	Summer 1	interdependent nature of business 7 GCSE Exam Preparation /	Knowledge: Links between production, finance, marketing and human resources within a business contextImpact on risk and reward on business activityUse of financial in measuring and understanding business performance and decision-makingSkills: Applying, explaining, analysing, evaluating and synopticity (make connections between different parts of the course and apply to business decision-making within a business	skills Students will demonstrate knowledge and understanding of the core concepts Essay writing - analysing and evaluating skills to be developed, as well as application skills Review Topics 6.1, 6.2 and	Recall key terms / information Apply information in context of the case study To analyse and evaluate	
	Summer 2					