

## Key Stage 4

Subject: GCSE Business Studies

### Intent

Our aim is to provide students with a holistic understanding of the world of Business. The students will learn about the nature of business activity. They shall learn about where business ideas come from, the characteristics of entrepreneurs, the planning of the business and how to obtain finance. Students will also explore the various influences on business over a period of time such as technological changes, the question of ethics in business, economic and environmental influences on businesses as well as the impact of globalisation and legislation. In addition to the various forms of production, the marketing of the business and the Human Resource function, at the advanced level of the subject, the curriculum focusses on decision-making from an operational perspective and then progresses into decision-making from a strategic viewpoint.

In as much as the curriculum, at the initial stage, introduces students to business from the perspective of the locality, the nation and then the globe, it is our aim to support our students to develop into professionals who have an understanding of and are also equipped to be successful in business both locally and also outside of their immediate vicinity.

### Programme of study and assessment.

	<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<b>Year 10</b>	<p><b>Paper 1 and Paper 2 Content:</b></p> <p>Unit 1: Business Activity</p> <ul style="list-style-type: none"><li>• The nature of business activity</li><li>• Providing goods and services</li><li>• Business enterprise</li><li>• Business Aims and Objectives</li><li>• Business Ownership</li><li>• Business Growth</li><li>• Business Location and Site</li><li>• The independent nature of business</li></ul> <p>Unit 2: Influences on Business</p> <ul style="list-style-type: none"><li>• Technological influence on business activity</li><li>• Ethical influence on business activity</li></ul>	<p><b>Paper 1 and Paper 2 Content:</b></p> <p>Unit 2: Influences on Business (cont)....</p> <ul style="list-style-type: none"><li>• Economic influence on business activity</li><li>• The impact of globalisation on business</li><li>• The impact of legislation on business</li></ul> <p>Unit 5: Marketing</p> <ul style="list-style-type: none"><li>• Identifying and Understanding Customers</li><li>• Market Research</li><li>• The Marketing Mix</li><li>• Product</li><li>• Price</li><li>• Place</li><li>• Promotion</li></ul>	<p><b>Paper 1 and Paper 2 Content:</b></p> <p>Unit 3: Business Operations</p> <ul style="list-style-type: none"><li>• Methods of Production</li><li>• Quality</li><li>• The Supply Chain</li><li>• The Sales Process</li></ul> <p>Unit 6: Human Resources</p> <ul style="list-style-type: none"><li>• Recruitment</li><li>• Training</li><li>• Motivation</li><li>• Organisational Structures</li></ul>

	<ul style="list-style-type: none"> <li>Environmental influence on business activity</li> </ul>		
<b>Assessment</b>	<p>Assessment will be through a combination of end of unit Homework Tasks and Tests which are designed to assess the students understanding of business activity and influences on business.</p>	<p>Assessment will be through a combination of end of unit Homework Tasks and Tests which are designed to assess the student's understanding of influences on business and marketing.</p>	<p>Assessment will be through an end of year exam which is designed to assess the student's understanding of:</p> <ul style="list-style-type: none"> <li>Business Activity</li> <li>Influences on Business</li> <li>Marketing</li> <li>Business Operations</li> <li>Human Resources</li> </ul>
<b>Year 11</b>	<p><b>Paper 1 and Paper 2 Content:</b></p> <p>Unit 4: Finance</p> <ul style="list-style-type: none"> <li>Sources of Finance</li> <li>Revenue and Costs</li> <li>Profit and Loss Accounts</li> <li>Cashflow</li> <li>Financial Performance</li> </ul>	<b>Exam Practice and revision</b>	<b>Exam Practice and revision</b>
<b>Assessment</b>	<p>December Mock Exam – this assessment is designed to assess the student's understanding of the entire GCSE Business Curriculum (Paper 1).</p>	<p>March Mock Exam – this assessment is designed to assess the student's understanding of the entire GCSE Business Curriculum (Paper 2).</p>	<p>Summer External Exam.</p>