KS4 Curriculum 2024-2025

Business Studies GCSE - Eduqas

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|  |  | **Year 10** | | | |  | | **Year 11** | | | |
|  | Knowledge and skills | | Literacy and Careers | Enrichment | Cross- Curricular | | Knowledge and skills | | Literacy and Careers | Enrichment | Cross-curricular |
| Cycle 1 | **Business Activity**  Looking at the topics that introduce students to the main objectives and underpinning foundations of the course such as: *entrepreneurs, business ownership, and aims and objectives*  This will then flow into the second unit of study:  **Marketing**  We begin looking at this unit by exploring market research and segmentation methods before beginning to identify the marketing mix.  **Mid Cycle Assessment:** Business Activity  **End of Cycle Assessment:** Marketing | | **Extended written task**:  All assessments and long answer Q’s  **Reading task:**  Scenarios around assessments  **Careers:**  Marketing executives | Guest entrepreneur to come in and explain reasons for setting up their own business and the rewards it brings  Creating your own “business” Enterprise Project (ongoing competition which will run for the year, using some homework opportunities and extended learning to establish their own business portfolio)  Catch up Business Club | Construction/DT (Methods of production)  Art (packaging and branding)  Law (legal information needed on packaging of products) | | **External Influences**  This continues on from the prior learning in Year 10. This now builds upon this knowledge and explores concepts such as the business cycle, economic influences, globalisation and the EU.  **Finance**  This is the final unit of study and looks at the financial aspects of business activity. Topics to explore are sources of finance, cash flow forecasting, profit and loss accounts, the importance of breakeven and investment appraisal. This unit is also heavily assessed on quantitate and mathematical skills such as financial ratio’s and formulae are used.  **Mid Cycle Assessment:** External Influences  **End of Cycle Assessment:** Finance  **YEAR 11 MOCK PAPER 1** | | **Extended written task:**  Long answer Q’s  **Reading task**:  AO2 practice learning to apply the information to a context  **Careers:**  Accountancy, Economic advisor, government, civil service, politics, financial planning | Get an MP to discuss the implications and impacts that Brexit has had on the UK economy.  FTSE 100 Stock Market Challenge ran by The Times.  Catch up Business Club  Debate on Economic influences | Economics – looking at governance and political issues surrounding globalisation and the EU  Maths – percentage changes and quantitative skills  Politics – governance and regulations |
| Cycle 2 | **Marketing**  This will continue cycle 1 learning where the marketing mix theory and understanding is learnt. This brings the marketing unit to a close with topics such as promotion and price.  **Human Resources**  Once the learning of Business Activity and Marketing has been taught, learners will then need to understand why people in organisations are so important. This unit covers topic such as recruitment and selection processes, training methods, and motivational techniques.  **Mid Cycle Assessment:** Marketing  **End of Cycle Assessment:** Human Resources | | **Extended written task:**  All assessments and long answer Q’s  **Reading task:**  Scenarios around assessments  **Careers:**  HR/ Recruitment, marketing executive, PR, Communication and Sales | Keith Wright to come in and explain the role and purpose of trade unions to the class.  Mock interview practice (formal)  Trip to Bookers (wholesaler) to explain how distribution channels can work | Religion and Ethics – trade unions  History – the history of trade unions in the UK and local economy  Maths -understanding and calculating pay and salaries | | **REVISION AND CONSOLIDATION OF ALL 6 UNITS IN PREPARATION FOR YEAR 11 EXAMS**  **YEAR 11 MOCK PAPERS 2** | | **Extended written task:**  All assessments and long answer Q’s  **Reading task:**  Scenarios around assessments  **Careers:**  Government role, Civil service |  |  |
| Cycle 3 | **Business Operations**  This looks in depth at how businesses produce and manufacture products. It looks on a national and international level at topics such as supply chains, sales processes and quality assurance.  **External Influences**  This unit looks at everything that may influence and impact businesses from any external force. This is therefore out of the businesses control and allows students to assess the competitive market critically. Topics covered such as Competition, dynamic marketplaces, business ethics and environmental and sustainability are explored.  **Mid Cycle Assessment:** Business Operations  **End of Cycle Assessment:** YEAR 10 EOY MOCK | | Literacy:  **Extended written task:**  All assessments and long answer Q’s  **Reading task:**  Scenarios around assessments  **Careers:**  International Sales, logistics, procurement, quality control and assurance, CAD/CAM, automation technicians and engineering | “Business Portfolio” presentations | DT/Engineering – methods of production (job, batch and flow)  Computing for technological influence  DT – CAD/CAM  Religion and Ethics/History/RE – ethics in and around businesses  Science and the Eco Council – for environmental and sustainability | |  | | Literacy:  Speaking and Listening task:  Possibly review of Q’s from Mock  **Extended written task:**  All assessments and long answer Q’s  **Reading task:**  Scenarios around assessments  **Careers:**  Market research analyst |  |  |

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