ICKNIELD HIGH SCHOOL **KEY STAGE 4 CURRICULUM MAP**

'Raising the Achievement of All'

WELL-SEQUENCED **CONTEXUALISED/INCLUSIVE** **AMBITIOUS**

SUBJECT: Business **Year: 10**

	Autumn 1	**Autumn 2**	**Spring 1**	**Spring 2**	**Summer 1**	**Summer 2**
	1. Business activity How and why businesses start and grow.	**1. Business activity (Continued)** How and why businesses start and grow. **2. Marketing** The purpose and role of marketing within business and how it influences business activity and the decisions businesses take.	**2. Marketing (Continued)** The purpose and role of marketing within business and how it influences business activity and the decisions businesses take. **3. People** The purpose and role of human resources within business and how it influences business activity and the decisions businesses take.	**3. People (Continued)** The purpose and role of human resources within business and how it influences business activity and the decisions businesses take.	**3. People (Continued)** The purpose and role of human resources within business and how it influences business activity and the decisions businesses take. **4. Operations** What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.	**4. Operations (Continued)** What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.
Key Questions	**1.1** How do new business ideas come about? What is the impact of risk and reward on business activity? What is the role of business enterprise and the purpose of business activity? What is an entrepreneur? **1.2** What is a business plan? What is the purpose of a business	**1.5** Who business stakeholders are and their different objectives: shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses. How stakeholders are affected by business activity? How	**2.3** What is market segmentation? How and why do businesses use market segmentation? **2.4** What are the four elements of the marketing mix? How do the elements of the marketing mix work together? What makes a good product? What determines the price	**3.2** What are the differences between a hierarchical and flat organisational structure? Why might a business choose to have different ways of working? What is the difference between permanent, temporary, flexible hours and freelance contracts? What job roles come with what responsibility?	**3.5** What are the financial and non-financial methods of motivation? Why is it important to motivate staff? Why is employee retention important? **3.6** What are the different methods of training? Why do businesses train their workers? What is the best way to train a new	**4.2** What is the best way to manage quality? **4.3** What are the different methods of selling? What us the influence of ecommerce on business activity? What makes good customer service including after sales service? **4.4**

	plan? What elements are part of a business plan? The role and importance of a business plan. **1.3** What is the difference between limited and unlimited liability? What are the four types of business ownership? What are the advantages and disadvantages of each form of business ownership? **1.4** What is the purpose of business aims and objectives? What are financial aims? What are non-financial aims and objectives? Why do aims and objectives differ between businesses? What causes aims and objectives for a business to change?	stakeholders impact business activity? Possible conflicts between stakeholder groups. **1.6** What is the most appropriate method of growth? **2.1** How important is it for businesses to identify and understand their customers? **2.2** Why do businesses carry out market research? Identify examples of primary and secondary research. What is the difference between quantitative and qualitative research?	for a product? What is the most appropriate promotional activity for a business? How do the components of the marketing mix interlink? What makes an effective marketing strategy? **3.1** What is the purpose of Human Resources in a business?	**3.3** What makes effective communication? **3.4** What are the different stages of recruitment? Should we recruit internally or externally?	employee? What are the benefits to employees and businesses of staff development? **3.7** What is the purpose of employment law? How are businesses impacted if they don't meet legal obligations? **4.1** Which production process is most appropriate for certain products? How has technology impacted operations in business? How can a business improve productivity?	What is the purpose of consumer legislation? How are businesses impacted if they don't meet legal obligations? **4.5** What factors influence business location?

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Content: 'Know what'	- **1.1** The role of business enterprise and Entrepreneurship. - **1.2** Business planning. - **1.3** Business ownership. - **1.4** Business aims and objectives.	- **1.5** Stakeholders in business. - **1.6** Business growth. - **2.1** The role of marketing. - **2.2** Market research.	- **2.3** Market segmentation. - **2.4** The marketing mix. - **3. 1** The role of human resources.	- **3.2** Organisational structures and different ways of working. - **3.3** Communication in business. - **3.4** Recruitment and selection.	- **3.5** Motivation and retention. - **3.6** Training and development. - **3.7** Employment law. - **4.1** Production processes.	- **4.2** Quality of goods and services. - **4.3** The sales process and customer service. - **4.4** Consumer law. - **4.5** Business location.
Expertise: **For example** 'Know how'	**1.1** - Analyse the purpose of business activity and enterprise. - Explain the characteristics of an entrepreneur. - Evaluate the concept of risk and reward. **1.2** - Explain and Analyse the purpose of planning business activity. - Discuss the role, importance and usefulness of a business plan. **1.3** - Compare the features of different types of business ownership. - Explain concept of limited liability.	**1.5** - Outline the roles and objectives of internal and external stakeholder groups. - Explain the effect business activity has on stakeholders. - Explain the effect stakeholders have on business. **1.6** - Explain Organic growth. - Explain External growth. **2.1** - Explain the purpose of marketing within business. **2.2** - Explain the purpose of market research.	**2.3** - Explain the use of segmentation to target customers. **2.4** - Analyse the 'four Ps' of the marketing mix and their importance. - Product. - Product - stages of the product life cycle. - Pricing methods. - Promotion - point of sale. - Promotion – advertising. - Place - distribution of products and services. - Explain the four Ps of the marketing mix work together. - The use of the marketing mix to inform and implement business decisions.	**3.2** - Discuss the different organisational structures. - Define the terminology of organisation charts. - Explain why businesses have different organisational structures. - Analyse the different ways of working. **3.3** - Describe the ways of communicating in a business context. – Explain the importance of business communications. - Analyse the influence of digital communication on business activity.	**3.5** - Analyse the Financial methods of motivation. - Analyse the Non-financial methods of motivation. - Explain the importance of employee motivation. - Explain the importance of employee retention. **3.6** - Outline different training methods. - Explain why businesses train their workers. - Explain Staff development. - Analyse the benefits to employees and businesses of staff development.	**4.2** - Explain the concept of quality. - Explain the methods of ensuring quality. - Explain the importance of quality in both the production of goods and the provision of services. **4.3** - Outline the methods of selling. - Discuss the influence of e-commerce on business activity. - Analyse the importance to a business of good customer service including after-sales service. - Discuss the contribution of product knowledge

	- Assess the suitability of differing types of ownership in different business contexts. **1.4** - Explain the aims and objectives of business. - Explain why objectives might change as businesses evolve. - Justify different businesses may have different objectives.	- Describe Primary research methods. - Describe Secondary research sources. - Evaluate how appropriate different methods and sources of market research are for different business purposes. - Discuss the use and interpretation of qualitative and quantitative data in market research.	- Interpretation of market data. **3.1** - Explain the purpose of human resources in business.	**3.4** - Explain why businesses recruit. - Explain The use of different recruitment methods to meet different business needs. - Outline the methods of selection.	**3.7** - Analyse impact of current legislation on recruitment and employment. **4.1** - Explain the different production processes and their impact on businesses. - Evaluate the influence of technology on production and the impact on businesses.	and customer engagement to good customer service. **4.4** - Analyse the impact of consumer law on businesses. **4.5** - Analyse the factors influencing business location.

Literacy/Numeracy/SMC

Literacy: Glossary tier 3 terminology. - Reading of case studies related to topics covered. - Reading of articles relating to topics covered. - Reading of business scenario's relating to in-class activities. - Research as well as group and class discussions. - Clear written communication. - Building business arguments, developing analytical and evaluative paragraphs using business terminology.

Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.
Formulas: - Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions. - Formulas.

SMSC:

Social: Development of team working skills through collaborative work and research.

Moral: What does it mean for a business to be ethical? Why is this important. Students discuss various moral issues relating to business practices. Businesses interact with consumers through marketing which will help students develop empathy and understanding of how business has an impact in society and evaluate how businesses should act to help better society and be more honest with its customers and other stakeholders. Students consider the social, environmental and technological issues arising from a business decision.

Spiritual: Business objectives could be based on a passion or belief. Students explore discrimination in the workplace and are encouraged to explore these concepts and challenge the actions that businesses do take or should take. Enabling students to develop empathy and allow them to take into consideration other people aims, values, principles and beliefs.

Cultural: There are a wide range of businesses in all cultures. Examples will be used from a wide range of cultural influences to avoid any bias

Disciplinary Literacy

- **Targeted Writing Support:** Provide targeted support for students who struggle to write fluently, ensuring writing quality does not become a barrier to demonstrating business knowledge.
- **Vocabulary Development:** Focus on building a robust business vocabulary. Encourage students to regularly use subject-specific terminology in discussions, written work, and presentations.
- **Business Writing Practice:** Set writing tasks such as business plans, reports, and extended responses. Provide feedback to improve clarity, organisation, analysis, and use of business language.
- **Reflective Writing:** Encourage students to engage in reflective writing to evaluate their learning, challenges, and progress within Business Studies.
- **Academic Reading:** Use sources such as the Financial Times and The Day to develop students' ability to read, interpret and evaluate complex business texts while expanding subject knowledge.
- **Reading and Analysis:** Assign business articles, textbooks and case studies for students to analyse, identify key concepts, and discuss using appropriate business terminology.
- **Case Study Analysis:** Use real-world case studies to develop critical reading, analytical thinking, and application skills.
- **Business Ethics Discussions:** Facilitate structured discussions and debates around ethical business issues to strengthen oracy, reasoning, and evaluative skills.

Careers Education

- **Embedded Careers Learning:** Careers videos are incorporated into lessons at the end of each topic, helping students understand how business concepts link to a range of occupations, industries, and career pathways.
- **Enterprise and Entrepreneurship Projects:** Students participate in enterprise-based projects and competitions, including the Tenner Challenge and Peter Jones Foundation competitions**,** developing entrepreneurial thinking, creativity, problem-solving, and financial decision-making skills.
- **Business Pitch Presentations:** Students create and present business ideas, developing communication, presentation, and leadership skills that are valued in the workplace.
- **Case Studies and Real-World Examples:** Students explore businesses from a variety of sectors, helping them understand how business theories and concepts are applied in real organisations and industries.
- **Problem-Solving and Decision-Making:** Students analyse realistic business scenarios, evaluate options, and justify decisions, mirroring the skills required in many professional roles.
- **Cross-Curricular Connections:** Links are made between Business Studies and subjects such as Mathematics, Geography, Computing, and Design Technology, helping students recognise the diverse opportunities available across different career sectors.
- **Career Pathway Awareness:** Students are introduced to a range of careers within areas such as marketing, finance, human resources, operations, management, entrepreneurship, and business consultancy through lesson content, case studies, and careers resources.
- **Current Business Affairs:** Students regularly engage with current business news and economic events, increasing their awareness of emerging industries, labour market trends, and career opportunities.