

Key Stage 4 Curriculum Map - GCSE Business Studies



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>Key Learning Objectives</p> <ol style="list-style-type: none"> To be able to state why customer needs are central to a business. To understand the types of customers that are being targeted. To be able to state at least three potential strengths and three weaknesses of competitors that might affect business planning. To be able to recognise added value in three examples of products. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To recognise that there are different options available in starting up a business. To be able to state at least two advantages and two disadvantages of a franchise. To recognise the importance of location in setting up a business. To understand how mind maps can be used by entrepreneurs to spot opportunities. To understand the steps that an entrepreneur can take to protect ideas and products. To understand how to balance out the risk-reward ratio. To be able to state a definition of revenue, fixed costs, variable costs, price, total cost and profit. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand the difference between cash flow and profit. To understand the use of the business plan in planning cash flow. To recognise the difference between short-term finance and long-term finance. To recognise the main elements of the marketing mix To understand the principle of liability. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand the main taxes a small business will have to pay — VAT, corporation tax, income tax and National Insurance contributions. To be able to understand the importance of repeat business and how customer service and customer satisfaction play a role in securing repeat business. To understand that both skills and attitude are important in the selection process 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To be able to recognise the difference between a goods market and a commodity market. To be able to state how different stages in the business cycle might affect different small businesses. To understand and identify at least five possible areas of conflict between stakeholders in a business. 	<p>Key Learning Objectives:</p> <p>Controlled Assessment (5 potential tasks)</p> <ol style="list-style-type: none"> To be able to complete research information on business chosen. To clearly present researched information/data To analyse presented information/data To evaluate the task using the analysis of the presented information/data
	<p>Key Assessment: Practical:</p> <p>Written: Exam Paper 1 LO1 to LO4</p>	<p>Key Assessment: Practical: N/A</p> <p>Written: Exam paper 1 LO1 to LO7</p>	<p>Key Assessment: Practical:</p> <p>Written: Exam Paper 1 LO1 to LO5</p>	<p>Key Assessment: Practical:</p> <p>Written: Exam Paper 1 LO1 to LO3</p>	<p>Key Assessment: Practical:</p> <p>Written: Exam Paper Unit 1 LO1 to LO3</p>	<p>Key Assessment: Practical: Research Task LO1 to LO2</p> <p>Written: Dummy Controlled Assessment, Written Task LO 3 to LO4</p>



	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 11	<p>Key Learning Objectives Controlled Assessment (5 potential tasks)</p> <ol style="list-style-type: none"> To be able to complete research information on business chosen. To clearly present researched information/data To analyse presented information/data To evaluate the task using the analysis of the presented information/data 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand that marketing involves anticipating, understanding and satisfying customer needs at a profit To understand the nature of market research, the difference between qualitative and quantitative research and how such research can be used to inform the marketing mix. To understand the difference between product trial and repeat purchase To understand the links between the use of the Boston Matrix and the PLC. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand the role and importance of brands to different businesses (not just the high priced brands!) To understand the role of balancing the '4Ps' in managing the marketing mix in a range of contexts. To understand how scientific principles can be applied to research to help in the development of new products To appreciate the importance of quality as a means of differentiation and source of competitive advantage. To understand the benefits of providing high levels of customer service and the costs of poor customer service. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand and analyse ways of increasing cash inflows and reducing cash outflows and the effect on cash flow positions in a variety of contexts. To understand the impact of both changing prices and influencing costs on profit. To understand how break-even points change when prices and/or costs change. To be able to distinguish between the different internal and external sources of finance and be able to relate these to different contexts To understand the main types of organisational structures used in business and their purpose. To understand the importance of managing motivation in the workplace. To appreciate the costs and benefits to a business of good/poor communication in different contexts. 	<p>Key Learning Objectives:</p> <ol style="list-style-type: none"> To understand the complexity of moral issues in business using a variety of different contexts. To understand the concept of income distribution. To appreciate the main ways in which government and the EU affects business — regulation, taxation and legislation. 	<p>Key Learning Objectives:</p>
	<p>Key Assessment: Practical: Research Task LO1 to LO2 Written: Dummy Controlled Assessment, Written Task LO 3 to LO4</p>	<p>Key Assessment: Practical: Written: Mock Unit 1 and 3 Extended Answer Tasks LO1 to LO4</p>	<p>Key Assessment: Practical: Written: Mock Unit 1 and 3 Extended Answers LO1 to LO5</p>	<p>Key Assessment: Practical: Written: Mock Unit 1 and 3 Extended Answers LO1 to LO7</p>	<p>Key Assessment: Practical: Written: Mock Unit 1 and 3 Extended Answers LO1 to LO3</p>	<p>Key Assessment: Practical: Written:</p>

