

KS4 CURRICULUM: Business (YEAR 10)

Overview

In Business you will learn about:

- About 'Enterprise' and the dynamic nature of business.
- Risk and Reward.
- Entrepreneurship
- How small businesses spot opportunities
- Market research
- Understanding competition
- Differing aims and objectives of Business
- Ownership and location
- The Marketing Mix
- The role of Business plans

	Focus / Topic	Knowledge & Skills	Assessment
Autumn 1	1.1 Enterprise and Entrepreneurship	The dynamic nature of business Risk and reward The role of business enterprise	Do now activities (link to prior learning) Worksheets on each topic Quizzes (Plenaries) 1.1 Summative test Use of formative questioning techniques
Autumn 2	1.2 Spotting a business opportunity	Customer needs Market research Market segmentation The competitive environment	Do now activities (link to prior learning) Worksheets on each topic Quizzes (Plenaries) 1.2 Summative test Use of formative questioning techniques
Spring 1	1.3 Putting a business idea into practice	Business aims and objectives Business revenues, costs and profits Cash and cash-flow Sources of business finance	Do now activities (link to prior learning) Worksheets on each topic Quizzes (Plenaries) 1.3 Summative test Use of formative questioning techniques
Spring 2	1.4 Making the business effective	The options for start-up and small businesses Business location The marketing mix Business plans	Do now activities (link to prior learning) Worksheets on each topic Quizzes (Plenaries) 1.4 Summative test Use of formative questioning techniques
Summer 1	1.5 Understanding the external influences of business		1.5.1 MCQ Test Business stakeholders 1.5.2 MCQ Test Technology and business 1.5.4 MCQ Test The economy and business 1.5.5 MCQ Test External influences
Summer 2	Summative Theme 1: Introduction to Theme 2 (2.1)		Theme 1 mock test Theme 1 past papers

Further Information