Key Stage 4 Curriculum

Business

THE WINSFORD ACADEMY

In Year 10 Students will study:

	Winter Term		Spring Term		Summer Term	
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
	Enterprise and Entrepreneurship	Spotting a Business Opportunity	Putting a Business Idea into Practice	Making a Business Effective	Understanding External Influences on Businesses	Growing the Business
Content	The aim of the unit is to provide key knowledge and skills in how business ideas come about. It looks at the dynamic nature of business, and explores the risks and rewards associated with business activity, as well as the role of the entrepreneur.	The aim of the unit is to provide knowledge of how businesses identify opportunities for growth through the understanding of customer needs and using market research as a tool to find these needs. All aspects of market segmentation and the competitive environment are considered	The aim of the unit is to provide knowledge and skills of the different ways to measure the financial effectiveness of a business. Revenue, costs and profits are all examined, and sources of finance explained.	The aim of the unit is to provide knowledge of the different types of business options available to start-ups. The business plan and marketing mix are also considered as necessities for any business.	The aim of this unit is to build learners' knowledge of all the potential external influences that could impact upon a business.	The aim of this unit is to provide knowledge of the different methods of business growth and why business objectives change and evolve. Globalisation and ethical trading are considered as reasons for change.
Homework	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.

Cultural Capital	Technical – marketable skills (knowledge of the role of enterprise and entrepreneurship in business)	Technical – marketable skills (knowledge of how business can exploit gaps in the market)	Technical – marketable skills (knowledge of financial aspects of business)	Technical – marketable skills (knowledge of typical business operation)	Technical – marketable skills (knowledge of functions of external bodies and their impacts on business)	Technical – marketable skills (basic functioning of business)
Assessment	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece tasks	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece

In Year 11 Students will study:

	Winter Term		Spring Term		Summer Term	
	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
	Making Marketing Decisions	Making Operational Decisions	Making Financial Decisions	Making Human Resource	Revision	
Content	The aim of the unit is to introduce the knowledge and skills manage each element of the marketing mix in order to better inform business decision making. The unit also covers the product life cycle and the different strategies that can be employed from the mix.	The aim of the unit is to provide knowledge on how to meet customer needs through the normal operations of a business. The unit look specifically at design, supply, quality and sales decisions a business would make.	The aim of the unit is to introduce the knowledge and skills of the basic financial tools used to support business decision making	The aim of the unit is to provide knowledge in the areas of human resource management within a company. The unit covers organisational structures, recruitment, training and motivation.	This unit takes learners into revision mode prior to the examination series.	
Homework	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	Use of Senica Learning to check learning and re-embed areas of misconception. Exam-style questions to develop exam answering technique.	
Cultural Capital	Technical – marketable skills (marketing for business)	Technical – marketable skills (how to run a business)	Technical – marketable skills (awareness of business finance)	Technical – marketable skills (awareness of business systems)		

How you will be assessed	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and extended writing piece	Use of lesson re-cap to re-enforce knowledge at end of lessons and start of subsequent lessons Assessment of knowledge by testing and past papers	