

Beths Grammar School KS4 Curriculum Map

AQA GCSE Business Studies

Term	INTENT	IMPLEMENTATION	IMPACT
	<p>Substantive Knowledge This is the specific, factual content for the topic, which should be connected into a careful sequence of learning.</p>	<p>Disciplinary Knowledge (Skills) This is the action taken within a particular topic in order to gain substantive knowledge.</p>	<p>Assessment opportunities What assessments will be used to measure student progress? Evidence of how well students have learned the intended content.</p>
<p>Autumn Term Y10 1A</p>	<p>3.1 Business in the real world</p> <p>The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> • business operations • human resources • marketing • finance. <ul style="list-style-type: none"> ✓ The purpose and nature of businesses ✓ Business ownership ✓ Setting business aims and objectives 	<p>Students should be able to:</p> <ul style="list-style-type: none"> • understand what a business is and the reasons for starting a business (including producing goods, supplying services, distributing products, fulfilling a business opportunity and providing a good or service to benefit others) • understand the difference between goods and services, needs and wants • understand the meaning of factors of production – land, labour, capital, enterprise • define opportunity cost • define the three sectors of primary, secondary and tertiary and give examples of types of business that operate in each sector • understand the term enterprise and what is meant by an entrepreneur • outline the characteristics of an entrepreneur, such as hard working, innovative, organised and willingness to take a risk • outline the objectives of an entrepreneur, including to be their own boss, flexible working hours, to pursue an interest, earn more money, identify a gap in the market and dissatisfaction with current job 	<p>Suitability Test – Numerical Test -Use Tutor2u GCSE Business initial test -Q1-14</p> <p>Exam Technique Paper 1 – MCQs/SAQs -Teacher advice and guidance on how to maximise marks when answering MCQs -Teacher advice and guidance on how to structure 2m,4m question -Use of exam guidance booklets</p>

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- understand that businesses face a constantly changing business environment due to changes in technology, economic situation, legislation and environmental expectations.
- understand the different legal structures that businesses adopt
- analyse the benefits and drawbacks of each legal structure (including issues such as management and control, sources of finance available, liability and distribution of profits)
- understand the concept of limited liability and which legal structures benefit from this
- evaluate which legal structure would be most appropriate for a variety of business examples, including new start-up businesses and large established businesses.

Students are not expected to have an understanding of the legal process of incorporation.

- understand the main aims and objectives for businesses: survival, profit maximisation, growth (domestic and international), market share, customer satisfaction, social and ethical objectives and shareholder value
- understand the role of objectives in running a business
- understand how and why the objectives set will differ between businesses (reasons include the size of the business, level of competition faced and type of business (not-for-profit organisations))
- understand how and why the objectives set may change as businesses evolve. Students should consider how the objectives of larger more established businesses might differ from smaller start-up businesses, eg becoming the dominant business in the market, international expansion, increasing shareholder value and ethical and environmental considerations

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| | | <ul style="list-style-type: none">• understand the success of a business can be measured in other ways than profit. | |
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<p>Autumn Term 1B</p>	<p>3.1 Business in the real world</p> <p>The purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business.</p> <p>Students need to be aware of the impact business in the real world has on the four functional areas of business:</p> <ul style="list-style-type: none"> • business operations • human resources • marketing • finance. <ul style="list-style-type: none"> ✓ Stakeholders ✓ Business location ✓ Business planning ✓ Expanding a business 	<p>Students should be able to:</p> <ul style="list-style-type: none"> • understand what is meant by a stakeholder and who the main stakeholders of a business are, including owners, employees, customers, local community and suppliers • understand stakeholders' main objectives including maximising pay for workers, minimising environmental impact on local community and high dividend payments for owners • understand the impact and influence stakeholders have on businesses and their objectives and how businesses may face conflict between stakeholders. <p>Students should be able to understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs.</p> <ul style="list-style-type: none"> • understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organised • understand the main sections of a business plan • analyse the benefits and drawbacks of business planning • understand the difference between variable costs, fixed costs and total costs • understand the concept of revenue, costs, profit and loss. <p>Students will not be expected to write a business plan.</p> <ul style="list-style-type: none"> • discuss the advantages and disadvantages of methods of growth • understand the methods used by businesses when expanding (organic growth through franchising, opening new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers) 	<p>Exam Technique Paper 1 – 6m</p> <p>-Teacher advice and guidance on how to structure 6m questions</p> <p>-Use of exam guidance booklets</p> <p>Unit Assessment (1]</p>
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| | | <ul style="list-style-type: none">• understand the benefits of growth in terms of unit cost advantages due to economies of scale and the drawbacks of growth due to diseconomies of scale• understand the meaning of purchasing and technical economies of scale• understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation• calculate and interpret average unit costs. | |
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<p>Autumn Term 1B</p>	<p>3.2 Influences on business</p> <p>The importance of external influences on business and how businesses change in response to these influences.</p> <p>Students need to be aware of the impact influences on business have on the four functional areas of business:</p> <ul style="list-style-type: none">• business operations• human resources• marketing• finance. <ul style="list-style-type: none">✓ Technology✓ Ethical and environmental considerations✓ The economic climate on businesses	<ul style="list-style-type: none">• Students should understand the impact of the changing use of ICT and how it influences business activity.• E-commerce to access wider markets.• Digital communication changing the way businesses communicate with stakeholders. Students are expected to know relevant examples of digital technology/communication.• Students should be able to identify and analyse where there may be a possible trade off between ethics and profit.• Ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest.• Students are expected to know relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour.• Students should be able to demonstrate knowledge and understanding of how business and consumers accept greater environmental responsibility in their decision making and the costs and benefits of businesses behaving this way.• Students should be able to identify and analyse where there may be a possible trade-off between sustainability and profit.• Students should be able to demonstrate and understand how businesses might be affected by changes in the rate of interest.• Students should be able to identify how and why businesses might be affected by changes in levels of employment.• Students should be able to discuss how demand for products and services may change as incomes fluctuate. <p>Economic theory relating to how/why interest rates change is not required</p>	
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<p>Spring Term 2A</p>	<p>3.2 Influences on business</p> <p>The importance of external influences on business and how businesses change in response to these influences.</p> <p>Students need to be aware of the impact influences on business have on the four functional areas of business:</p> <ul style="list-style-type: none">• business operations• human resources• marketing• finance. <ul style="list-style-type: none">✓ Globalisation✓ Legislation✓ Competitive environment	<ul style="list-style-type: none">• Students should be able to demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK businesses.• Students should understand the impact of exchange rates on the profit and sales of those businesses that import and/or export.• They will not be asked to calculate exchange rate conversions.• Students should be able to assess the impact of legislation on businesses, for example cost, training needs, recruitment and the consequences of failure to follow legislation for the business.• Students should be aware of the benefits for providing a safe working environment.<ul style="list-style-type: none">✓ Employment law including:<ul style="list-style-type: none">✓ national minimum wage/living wage✓ the Equality Act (2010).✓ Health and safety law including: the Health and Safety at Work Act (1974).✓ Consumer law including trade descriptions. <p>Only brief knowledge of each law is needed. More emphasis should be placed on the effects of the legislation on businesses.</p> <ul style="list-style-type: none">• understand the meaning of a market and competition• analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition• understand the risks businesses face and the reasons why all businesses face uncertainty• understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks.	<p>Unit Assessment 2</p> <p>Exam Technique Paper 1 – 9m</p> <p>-Teacher advice and guidance on how to structure 9m questions</p> <p>-Use of exam guidance booklets</p>
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<p>Spring Term 2B</p>	<p>3.4 Human resources</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of human resources, its role within business and how it influences business activity.</p> <ul style="list-style-type: none"><input type="checkbox"/> Organisational structures<input type="checkbox"/> Recruitment and selection of employees<input type="checkbox"/> Motivating employees	<p>Students should be able to understand:</p> <ul style="list-style-type: none">• internal organisational structures, span of control, chain of command, layering and delegation• why businesses have internal organisational structures, including an understanding of different job roles and responsibilities throughout the business• the impact that having a tall or flat organisational structure has on how a business is managed• how organisational structure may affect the different ways of communication.• understand the difference between internal and external recruitment and the benefits and drawbacks of each approach• outline the main stages in the recruitment and selection process, including an understanding of job analysis, job description, person specification, and selection methods• analyse the benefits of having an effective recruitment and selection process for a business, including high productivity, high quality output or customer service and staff retention• understand the difference between part time and full time contracts, job share and zero hour contracts• understand the benefits of full and part time employment.• understand the benefits of a motivated workforce, such as staff retention and high productivity• understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing)• understand the use of non-financial methods of motivation, including styles of management, importance of training and greater responsibility, fringe benefits. <p>Specific motivational theories (such as Maslow) will not be examined.</p>	<p>Unit Assessment 4</p>
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Summer Term 3A	<p>3.4 Human resources</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of human resources, its role within business and how it influences business activity.</p> <p><input type="checkbox"/> Training</p>	<p>Students should be able to:</p> <ul style="list-style-type: none"> • explain the benefits of training employees for a business, including increased productivity, ability to deal with changes in technology, increased motivation, staff retention, production of high quality goods and good customer service • understand the methods of training undertaken by businesses, including induction training, on the job training and off the job training • explain the benefits of induction training • analyse the benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for a variety of businesses. 	Year 10 Trial Exam -Time allowed 1hr 30mins - Raw marks 78 (12m removed until Yr11 mock) - Topic 1,2,4 assessed
	<p>Revision in preparation for Mock</p> <ul style="list-style-type: none"> • Topic 1 • Topic 2 • Topic 4 	<p>Students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate their knowledge and understanding of topic areas through the use of past papers and sample material • Exam technique guidance booklet to be used to ensure all students are confident with each of the exam style questions • Use of exampro to create topic area tests (past papers) 	

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<p>Summer Term 3B</p>	<p>3.3 Business operations</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <ul style="list-style-type: none">✓ Production processes✓ The role of procurement✓ The concept of quality	<ul style="list-style-type: none">• Students should be familiar with job and flow production methods and understand when each is appropriate.• Students should consider how production might be made more efficient by the use of lean production techniques.• Students should understand what procurement and logistics are and their effect on a business.• Students should recognise that the benefits of reduced costs must be balanced against the quality of service.• Students should understand what a supply chain is and recognise the benefits of managing an effective supply chain.• Students should have an understanding of customer expectations of quality in terms of production of goods and the provision of services.• How businesses identify quality problems and how businesses measure quality and the consequences of these issues.• Students should be aware of the methods of maintaining consistent quality and be able to identify the advantages to a business of using TQM.• Students should be aware of the possible quality issues as businesses grow, particularly if outsourcing and franchising is used.	<p>Exam Technique Paper 1 – 15m</p> <p>-Teacher advice and guidance on how to structure 15m questions</p> <p>-Use of exam guidance booklets</p>
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<p>Autumn Term Y11 1A</p>	<p>3.3 Business operations</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>What business operations involve, their role within the production of goods and the provision of services, and how they influence business activity.</p> <ul style="list-style-type: none">• Good customer services	<p>Students should understand the sales process.</p> <ul style="list-style-type: none">• Students should be able to understand the importance of providing good service to customers and analyse the techniques businesses use to provide good customer service.	<p>Unit Assessment 3</p>
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	<p>3.5 Marketing</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of marketing, its role within business and how it influences business activity.</p> <ul style="list-style-type: none"> ✓ Identifying and understanding customers ✓ Segmentation ✓ The purpose and methods of market research 	<p>Students should understand the importance of identifying and satisfying customer needs, in order to:</p> <ul style="list-style-type: none"> • provide a product or service that customers will buy • increase sales • select the correct marketing mix • avoid costly mistakes • be competitive. <p>Students should understand how and why different businesses use segmentation to target customers, including:</p> <ul style="list-style-type: none"> • gender • age • location • income. <p>Students should understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors.</p> <p>Students should understand the difference between qualitative and quantitative market research.</p> <p>Students should identify the benefits and drawbacks for various market research techniques and select the best method for a given business.</p> <p>Students should be able to interpret and use qualitative and quantitative market research findings to help make appropriate decisions for different types of business.</p>	<p>Unit Assessment 5</p>
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		<p>Students should be expected to manipulate and interpret data from tables and charts.</p> <p>Students should be able to identify market size and market share.</p>	
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<p>Autumn Term 1B</p>	<p>3.5 Marketing</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of marketing, its role within business and how it influences business activity.</p> <ul style="list-style-type: none"> ✓ The elements of the marketing mix: price, product, promotion and place (4Ps) 	<ul style="list-style-type: none"> • Students should have an understanding of the main features of pricing methods and the impact they will have on a business. • Students should be able to recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand. They should be able to evaluate the factors and use them to assess the suitability of pricing methods for a given business. • Students should have an understanding of the basic relationship between price and demand ie as prices rise demand is likely to fall. • Students should understand the benefits and risks of developing new products. • Students should understand the importance of product design, image and the needs of the target market when designing new products. • Students should appreciate the significance of having a USP in a competitive market and the importance of a good brand image. • Students should have an understanding of the product life cycle and demonstrate how demand for a product or service might change over time. • Students should be able to evaluate the effectiveness of extension strategies and when they would be suitable. • Students should understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix. • Students should be able to identify and explain the four categories of the Boston Box. • Students should be familiar with the promotional methods which are likely to be used by a given business. • Students should appreciate the benefits and drawbacks of promotional methods used by businesses. • Students should be able to analyse factors influencing the selection of the promotion mix to assess their suitability for a given business. • Students should be familiar with the different channels of distribution used by businesses to gain access to potential customers. • Students should be able to analyse the appropriateness of each distribution method for a given scenario. 	<p>Trial Exam</p> <ul style="list-style-type: none"> - Time allowed 1hr 45mins - Raw marks 90 - Topic 1-5 assessed
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| | | <ul style="list-style-type: none">• Students should be able to analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses to include international markets.• Students should be able to identify the benefits and drawbacks of a business using e-commerce and m-commerce.• Students should be aware of the importance of the four elements and how they work together.• Students should be able to recommend appropriate marketing activities for a given business.• Students should be able to recognise how the marketing mix evolves over time and evaluate how businesses may react to this. | |
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<p>Spring Term 2A</p>	<p>3.6 Finance</p> <p>Students should understand the interdependent nature of business operations, human resources, marketing and finance. Students should be able to give examples of how business objectives would be split into functional plans with clear links throughout.</p> <p>The purpose of the finance function, its role within business and how it influences business activity.</p> <ul style="list-style-type: none">✓ Sources of finance✓ Cash flow✓ Financial terms and calculations✓ Analysing the financial performance of a business	<p>Students should be able to:</p> <ul style="list-style-type: none">• understand the main internal and external sources of finance available (including family and friends, retained profit, a new share issue, obtaining a loan or mortgage, selling unwanted assets, overdrafts, trade credit, hire purchase and government grants)• analyse the advantages and disadvantages of each method for a given situation• evaluate the suitability of sources of finance for new and established businesses.• understand the consequences of cash flow problems and the effect of positive cash flow• understand how and why cash flow forecasts are constructed• complete and interpret sections of a cash flow forecast (this includes an understanding of cash inflows and outflows, net cash flow and the opening and closing balance. Students are not expected to be able to construct an entire cash flow forecast)• evaluate possible solutions to cash flow problems, including re-scheduling payments, overdrafts, reducing cash outflow, increasing cash inflow and finding new sources of finance.• understand the difference between variable costs, fixed costs and total costs• understand the concept of revenue, costs, profit and loss• understand the main investment projects that businesses undertake, including investment in new machinery, buildings and vehicles and be able to calculate the average rate of return for these projects• understand the meaning of the term break-even output and interpret break-even charts• identify the break-even level of output and margin of safety from a break-even chart• evaluate the value of using break-even analysis to a business. <p>Students will not be expected to draw break-even charts or use the break-even formula.</p>	<p>Unit Assessment 6 Trial Exam Feedback</p>
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- understand the importance of financial statements for assessing business performance and helping make business decisions
- identify the main components of the income statement and the statement of financial position
- understand the difference between assets and liabilities and that the statement of financial position is a snapshot in time
- make judgements on the performance of a business through the interpretation of the information contained in income statements
- consider current performance, performance against previous years, performance against competitors and performance from the perspective of a range of stakeholders
- calculate gross profit margin and net profit margin to help assess financial performance.

Students will not be given formulae in an exam.

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<p>Spring Term 2B</p>	<p>Revision in preparation</p> <ul style="list-style-type: none">• Topic 3• Topic 5• Topic 6	<p>Students should be able to:</p> <ul style="list-style-type: none">• Demonstrate their knowledge and understanding of topic areas through the use of past papers and sample material• Exam technique guidance booklet to be used to ensure all students are confident with each of the exam style questions• Use of exampro to create topic area tests (past papers)	
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<p>Summer Term 3A</p>	<p>Exam Technique and past paper preparation</p> <ul style="list-style-type: none">• 2024• 2023• 2022• 2021• 2020	<p>Students should be able to:</p> <ul style="list-style-type: none">• Demonstrate their knowledge and understanding of topic areas through the use of past papers and sample material• Exam technique guidance booklet to be used to ensure all students are confident with each of the exam style questions• Use of exampro to create topic area tests (past papers)	<p>Paper 2 trial exam in lesson Trial Exam -Time allowed 1hr 45mins - Raw marks 90 - Topic 1-6 assessed</p>
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