

KS4 Curriculum Map

2022 -2024

CURRICULUM INTENT? How does Business and Enterprise help young people achieve at KS4? Why have you made these curriculum choices?

Within our curriculum we aim to prepare students for further study in the industry. Not only will students gain extensive knowledge in Business and Enterprise, learners will also be provided with the core skills required in both public and private sectors. This will not only prove useful in future learning opportunities but will also give learners the confidence in preparing themselves for the workplace when leaving school.

The course consists of two mandatory units, both of which are designed to provide learners with the skills. Knowledge and understanding of the applied study of good business and enterprise practices and an understanding of the working sector.

Further opportunities for use of technology Learners are expected to make effective use of ICT packages including; The use of spreadsheets for data analysis; use of the Internet as sources of secondary evidence, as well as multi-media software to present information in a variety of ways.

Continuous links to future careers and the wider world is also a core part of this subject as seen in our Schemes of work

TERM BY TERM BREAKDOWN – Knowledge acquired and skills developed:

	Year 10 Course Outline	Year 11 Course Outline	Opportunities beyond the classroom
--	-------------------------------	-------------------------------	---

Autumn Term	<p><i>Knowledge:</i> Component 1 – Introduction to Business and Enterprise</p> <p>Students will understand what it means to be an entrepreneur, what motivates them as well as what characteristics and skills they have. Learners will also study the importance of business aims and objectives and how these are applied in day to day business operations.</p> <p>Key topics include: LO1 – Understand entrepreneurship, business organisation and the importance of stakeholders. LO1 test and building on prior knowledge</p> <p>LO2 – Understand the marketing mix, market research, market types and orientation types. LO2 test and building on prior knowledge</p> <p>LO3 – Understand operations management. LO3 test and building on prior knowledge</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> • How a business works • Thinking like an entrepreneur • Research and Problem Solving 	<p><i>Knowledge:</i></p> <p>Learners will understand the components of human resources and be able to apply them in business. For example, Understanding Business methods of recruitment, Legal considerations as well as all aspects of staff development and training. Students will also look at sources of business funding and be aware of the risks and rewards of in running an enterprise.</p> <p>Key topics include: LO2 – Understanding human resource requirements for a business start-up. LO3 – Understand sources of enterprise funding and business finance.</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> • Negotiation skills • Responding to feedback • Problem solving <p style="text-align: center;">September – December practice component 2 and writing a business plan</p> <p style="text-align: center;">December – Component 2 released</p>	<p>Students will have the opportunity to go to Harry Potter studios to learn how the business is ran and to take part in their educational sessions.</p>
-------------	---	--	--

<p style="text-align: center;">Spring Term</p>	<p><i>Knowledge:</i></p> <p>Students will understand the methods of measuring customer service within a business environment and how good customer service levels can be maintained. Learners will also study both external and internal influences that affect a business and how these can impact overall business growth.</p> <p>Key topics include: LO4 – Understand customer service and internal influences on business. LO4 test and building on prior knowledge</p> <p>LO5 – Understand external influences on business. LO5 test and building on prior knowledge</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> • Learn Practical Skills • Communication Skills • Managing Finance <p><i>Cultural Capital: 'Student Start Up' Challenge Introduced</i></p>	<p><i>Knowledge:</i></p> <p>Learners will understand the purpose of business planning and understand the sections of a business plan. Students will know how to develop their own business plan for a start up business.</p> <p>Key topics include: LO4 – Understand business and enterprise planning. <i>Cultural Capital: Practice Interview Scenarios</i></p> <p>Throughout the synoptic assessment Learners will apply, analyse, and demonstrate their knowledge and understanding the key methods of running a business through developing a successful project plan.</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> • Creative thinking • Communications skills • Research and planning <p style="text-align: center;">January Students to start Component 2</p>	
---	---	---	--

Summer Term	<p><i>Knowledge:</i></p> <p>Component 2 – Understanding resources for Business and Enterprise planning</p> <p>Students will know the areas for business research, the benefits of knowing this information and be able to apply this to a start-up business enterprise. Learners will also study the importance of technological resource planning and be able to apply this to their chosen business.</p> <p>Key topics include: LO1 – Understand research, resource planning, growth and development for business and enterprise.</p> <p><i>Key Skills:</i></p> <ul style="list-style-type: none"> • Working to deadlines • Analysing data 	<p><i>Knowledge:</i></p> <p style="text-align: center;">May – hand in component 2</p> <p style="text-align: center;">June</p> <p style="text-align: center;">Students sit Component 1 Exam</p>	<p>The fundamental ability to work alongside other professionals, in a professional environment.</p> <p>Research local Businesses</p>	
	Key Dates			
	Component 2 Assessment	<p>Synoptic project (21 hours) December release Deadline: 26th may</p>		
	Component 1 Exam	<p>Revision Period May/June Students sit the exam in June</p>		
	<p>Deadline: 26th may - submission of internal assessment grades. Following an EQA Visit june</p>			
Key Independent Learning Resources			GREAT READS	
<p>Pound Shop Wars (BBC) 2015 Greggs: More than Meats the Pie(SKY) 2013-2015 Amazon's Retail Revolution (BBC) 2013</p>			<p>Business Adventures by John Brooks</p>	

The Princes trust Enterprise Programme
Undercover Boss - <https://youtu.be/NUlt2WE-e34>

Websites:

<https://www.fundingcircle.com/uk/businesses/>

www.retail-week.com

<https://smallbusiness.co.uk/small-business-grants-uk-2548113/>

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Retail 101: The Guide to Managing and Marketing your Business

How to Sell: Recipes for Retail by John Hoerner

Think and Grow Rich!" by Napoleon Hill

Lean In: Women, Work, and the Will to Lead" by Sheryl Sandberg