

## What are the aims and intentions of this curriculum?

The aim of our Key Stage 4 Curriculum is to give learners the opportunity to explore real business issues and how businesses work. Learners will consider the practical application of business concepts. This year students will:

1. Know and understand marketing and finance, the integrated nature of business activity and the impact of business on individuals and wider society.
2. Apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems.
3. Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds use an enquiring, critical approach to make informed judgements.
4. Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth and understanding of business.
5. Develop and apply quantitative skills relevant to business, including using and interpreting data.
6. Develop and apply business literacy skills in terms of reading and interpreting case studies, news stories and other relevant texts; oracy in terms of ability to respond in class to questions and participation in discussions; writing well-constructed answers, using business terminology and context where appropriate.

Highlighted in green are links to PSHE in the curriculum

Highlighted in blue are links to Careers in the curriculum

| Term     | Topics   | Knowledge and key terms  | Skills developed   | Assessment   |
|----------|--|--|--|--|
| Autumn 1 | <p><b>Recap on market, segmentation and market research</b></p> <p><b>3.5.4 The Elements of the Marketing Mix: Price, Product, Promotion &amp; Place (4Ps)</b></p> | <ul style="list-style-type: none"> <li>Pricing methods <ul style="list-style-type: none"> <li>Price skimming</li> <li>Penetration pricing</li> <li>Competitive pricing</li> <li>Loss leader pricing</li> <li>Cost plus pricing</li> </ul> </li> <li>the basic relationship between price and demand</li> </ul> | <ul style="list-style-type: none"> <li>Understand the main features of pricing methods and the impact they will have on a business.</li> <li>Factors that influence pricing decisions include costs, nature of the market, degree of competition and the product life cycle.</li> <li>Understand that as prices rise demand is likely to fall. (PSHE Respectful relationships, including friendships)</li> </ul> | <ul style="list-style-type: none"> <li>Written classroom activities</li> <li>Written homework activities</li> <li>Individual and group project presentations</li> <li>Formative written tests</li> <li>Summative written tests (focus on 12-mark)</li> </ul> |

12-mark prep

- Product
  - Brand
  - USP
  - Product life cycle
  - Extension strategy
- Product portfolio
- Boston Matrix
- Promotion

- Advertising
- Sales promotion
- Sponsorship
- Public Relations (PR)
- Social media

- Conclusion structure (AJIM)
- Meaning of assessment criteria
  - AO1 – knowledge
  - AO2 – application
  - AO3 – analysis

- **Links to careers:** business owner, entrepreneur, sales manager, finance manager

- Understand the benefits and risks of developing new products.
- Understand the importance of product design, image and the needs of the target market when designing new products.
- Understand the significance of having a USP in a competitive market.

- Understand the importance of a good brand image. (PSHE Respectful relationships, including friendships)

- To understand the benefits and risks of developing new products.
- Understand the product life cycle. (PSHE families)
- Demonstrate how the demand for a product or service might change over time.
- Understand what is meant by an extension strategy.
- Evaluate the effectiveness of extension strategies and when they would be suitable.

- **Links to careers:** business owner, entrepreneur, innovation manager, marketing manager, market research manager, research & development manager, sales manager, finance manager

- Understand what is meant by promotion.
- Understand the reasons for promotion.
- Understand the use of advertising by a given business.
- Understand the benefits and drawbacks of advertising.
- Understand the use of other promotional methods which are likely to be used by a given business.
- Understand the benefits and drawbacks of promotional methods used by businesses.

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|          |   | <ul style="list-style-type: none"> <li>How to use a mark scheme</li> </ul>   | <ul style="list-style-type: none"> <li>Understand the factors influencing the selection of the promotion mix to assess their suitability for a given business. (PSHE Respectful relationships, including friendships)</li> <li>Analyse the factors influencing the selection of the promotion mix to assess their suitability for a given business.</li> <li>Links to careers: business owner, promotions manager marketing manager, market research manager, sales manager, finance manager</li> <li></li> <li>introduce skill of writing justified conclusion (AO3)</li> <li>Understand how to peer and self-assess (PSHE Respectful relationships, including friendships)</li> </ul>  |   |
| Autumn 2 | <b>3.5.4 The Elements of the Marketing Mix: Price, Product,</b> | <ul style="list-style-type: none"> <li>Place (distribution)</li> <li>E-commerce and m-commerce</li> <li></li> <li>Marketing mix</li> </ul> | <ul style="list-style-type: none"> <li>Understand Place</li> <li>Understand the growing importance of e-commerce and m-commerce (PSHE online and media)</li> <li>Links to careers: business owner, marketing manager, market research manager, research &amp; development manager, sales manager, finance manager</li> <li>Understand the importance of the four elements and how they work together.</li> <li>Recommend appropriate marketing activities for a given business.</li> <li>Recognise how the marketing mix evolves over time and evaluate how businesses may react to this.</li> <li>Understand the integrated nature of the marketing mix, using the marketing mix to inform and implement business decisions (PSHE Respectful relationships, including friendships)</li> </ul> | <ul style="list-style-type: none"> <li>Written classroom activities</li> <li>Written homework activities</li> <li>Individual and group project presentations</li> <li>Formative written tests</li> <li>Summative written tests/Trial exams</li> </ul> |

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| Spring 1 | Promotion & Place (4Ps)<br>(cont)              |  | <ul style="list-style-type: none"> <li>• <b>Links to careers:</b> business owner, marketing manager, market research manager, research &amp; development manager, sales manager, finance manager</li> </ul>   |   |
|          | 3.6 Finance                                    |  | <ul style="list-style-type: none"> <li>• Understand the main internal and external sources of finance available.</li> <li>• Analyse the advantages and disadvantages of each method for a given situation.</li> <li>• Evaluate the suitability of sources of finance for new and established businesses (<b>PSHE Respectful relationships, including friendships</b>)</li> <li>• <b>Links to careers:</b> business owner, finance manager, banker, investor, venture capitalist</li> </ul>  |   |
|          | 3.6.1 Sources of Finance                       | <ul style="list-style-type: none"> <li>• Methods businesses use to raise finance</li> <li>• Appropriateness of sources of finance</li> </ul>                                   |   |   |
|          | 3.6.2 Cash Flow                                | <ul style="list-style-type: none"> <li>• Importance of cash to businesses</li> <li>• Interpreting cash flow forecasts</li> <li>• Difference between cash and profit</li> </ul> | <ul style="list-style-type: none"> <li>• Understand the consequences of cash flow problems and the effect of positive cash flow.</li> <li>• Understand how and why cash flow forecasts are constructed.</li> <li>• Complete and interpret sections of a cash flow forecast.</li> <li>• Evaluate possible solutions to cash flow problems. (<b>PSHE Respectful relationships, including friendships</b>)</li> <li>• Understand the difference between cash and profit.</li> <li>• <b>Links to careers:</b> business owner, all functional managers, finance manager, banker, accountant, bookkeeper</li> </ul> |   |
|          | 3.6.3 Financial Terms and Calculations (cont.) | <ul style="list-style-type: none"> <li>• Basic financial terms</li> <li>• Basic financial calculations</li> <li>• Average rate of return</li> <li>• Break-even</li> </ul>      | <ul style="list-style-type: none"> <li>• Understand the difference between variable costs, fixed costs and total costs.</li> <li>• Understand the concept of revenue, costs, profit and loss. (<b>PSHE families</b>)</li> <li>• Calculate revenue, costs and profit.</li> <li>• Understand the main investment projects that businesses undertake.</li> <li>• Calculate the average rate of return for these projects.</li> </ul>   | <ul style="list-style-type: none"> <li>• Written classroom activities</li> <li>• Written homework activities</li> <li>• Formative written tests</li> <li>• Summative written tests</li> </ul> |

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| Spring 2 | 3.6.4 Analysing The Financial Performance of A Business        | <ul style="list-style-type: none"> <li>Purpose of financial statements</li> <li>Components of financial statements               <ul style="list-style-type: none"> <li>Income statement</li> <li>Statement of financial position</li> <li>Assets and liabilities</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>Understand the meaning of the term break-even output and interpret break-even charts.</li> <li>Draw break-even charts.</li> <li>Identify the break-even level of output and margin of safety from a break-even chart.</li> <li>Evaluate the value of using break-even analysis to a business. (PSHE Respectful relationships, including friendships)</li> <li>Links to careers: business owner, all functional managers, finance manager, banker, accountant, bookkeeper</li> <li>Understand the importance of financial statements for assessing business performance and helping make business decisions.</li> <li>Identify the main components of the income statement.</li> <li>To identify the main components of the statement of financial position.</li> <li>To understand that the statement of financial position is a snapshot in time.</li> <li>To understand the difference between assets and liabilities.</li> <li>To make judgements on the performance of a business through the interpretation of the information contained in income statements. (PSHE Respectful relationships, including friendships)</li> </ul> |  |
|          | 3.6.4 Analysing The Financial Performance of A Business (cont) | <ul style="list-style-type: none"> <li>Interpretation of data given on financial statements               <ul style="list-style-type: none"> <li>Gross profit margin</li> <li>Net profit margin</li> <li>Working Capital</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>To calculate gross profit margin and net profit margin to help assess financial performance.</li> <li>Links to careers: business owner, all functional managers, finance manager, banker, accountant, bookkeeper</li> </ul>   | MOCK EXAM (Trials)<br><br>EXAM PREPARATION |
|          | EXAM PREPARATION   | EXAM PREPARATION   | EXAM PREPARATION   | EXAM PREPARATION                           |
| Summer 1 | GCSE   | GCSE   | GCSE   | GCSE                                       |

