Business Curriculum Map - KS4

1972 50 YEARS 2022

Next Steps

Sixth Form / Further Study
- BTEC National Business • Retail • Finance •Economics

Careers
- Finance • Marketing • Management • HR • Accountancy • Stockbroker • Banking• Civil Service, • •Consultancy • Teaching •Journalism • Economist •Business Start-up.....***THE OPPORTUNITITES ARE ENDLESS***

Skills
- Communication • Problem solving, • Critical thinking • Team working • Analysis • Evaluation

Super-curricular links
- Chester Zoo • Young Enterprise

Young Enterprise

YEAR 11

LO C: Financial Planning and Forecasting

Learning Aim C
- Budgeting
- Cash flow
- Suggest improvements to cash flow problems
- Break even point analysis
- Sources of finance

Exams

Mock Exams, Revision and targeted support

Academic Reflection

LO B: Financial Documents and Statements

Learning Outcome B
- Financial documents
- Payments methods
- Revenues and costs
- Financial statements
- Profitability and Financial Statements

Evaluation

Pitching you business idea

Academic Reflection

LO A Marketing Activities

Learning Outcome A
- Target markets and segmentation
- 4Ps of Marketing mix
- Factors influencing choice of marketing method
- Trust, reputation and loyalty

Academic Reflection

Component 3: Marketing and Finance for Enterprise

Critical Thinking

Academic Reflection

LO C: Review The Presentation Of The Micro-Enterprise idea to meet Specific Requirements

Learning Outcome c
- Review of presentation

What went well? How could you improve?

YEAR 10

LO A: Understand how and what enterprise and entrepreneurs are successful

Learning Outcome A
- Size and features of SMEs
- Sectors and business models in which enterprises operate
- Aims and activities of entrepreneurs
- skills and characteristics of entrepreneurs
- Applying skills and characteristics of entrepreneurs

Academic Reflection

Component 1 Exploring Enterprises

LO B: Understand customer needs and competitor behaviour through market research

Learning Outcome B
- Market research method
- Understanding customer needs
- Understanding competitor behaviour
- Suitability of primary research methods
- Suitability of secondary research methods
- Recommendations to further understand customer needs

Revision and targeted support

Specification

LO C: Understand how the outcomes of situational analysis may affect enterprises

Academic Reflection

Add something

Revision and targeted support

BBC Bitesize

Dragons Den Pitch

Academic Reflection

LO B: Present a Plan for the Micro-Enterprise Idea

Learning Outcome B
- Produce a Presentation
- Delivery of presentation

Academic Reflection

LO A Choose an idea and produce a plan for a micro-enterprise

Learning Outcome A
- Investigate ideas for a micro enterprise
- Choose an idea for a micro-enterprise
- Decide on a viable idea for a micro-enterprise to plan and present
- Plan for a micro-enterprise

Developing a business idea

Creativity

Component 2: Choose An Idea and Produce A Plan For A Micro-Enterprise

Academic Reflection

LO C: Understand how the outcomes of situational analysis may affect enterprises

Learning Outcome C
- PEST Analysis
- SWOT Analysis