

## HALF TERM 5 CURRICULUM CONTENT – KS4 GCSE Business

### Intent statement:

The objective of the curriculum is to take the business students through a journey of starting up and growing a business based on the awarding body (Edexcel) specification. The specification is organised into two themes, where the first theme approaches the content through the context of small businesses. This covers from developing a business idea or spotting a gap in the market, to starting the business and all its necessary requirements, to the second theme, which focuses on growing businesses. It also considers the impact of the wider world on the decisions a business makes as it grows.

The overall aim is for students to learn about starting and running a business in a realistic way. Students will be given practical projects to simulate starting a business and trying to make it successful so that it can grow. Students will therefore be able to gain knowledge through theory and then apply this within a realistic setting. This will allow students to gain first-hand knowledge of the necessary requirements needed to run a business as well as gaining additional knowledge and understanding of how businesses work in the real world, the importance of organisational skills, teamwork, etc. as well as the difficulties of trying to make it successful.

### Year 10

<b>Topics</b> – Making a marketing decision	Promotion	Place	Using marketing mix to make business decisions
<b>Prior knowledge / skills</b>	Marketing mix		
<b>Key concepts / knowledge / skills covered this half term</b>	Students will learn about different ways businesses could promote their products, such as using social media, looking at advantages & disadvantages of using such advertisements	Students will develop an understanding of the different types of distribution channels & the types of businesses that would use each channel and develop understanding of which channels would be best to use for certain businesses	Students will recap the marketing mix & look into how this affects competitive advantage for a business
<b>Assessment</b>	Regular summative assessments		
<b>Personal Development opportunities</b>	Promotional campaign to include advertising, presenting campaign plan. How to influence others as well as being ethical about it and how that can be different around the world.		
<b>Homework requirements</b>	Homework will be set on Google or from the homework booklet		

## Year 11

<b>Topics</b>	Revision and exam practise
<b>Prior knowledge / skills</b>	All knowledge from the whole spec needed as we go through revision
<b>Key concepts / knowledge / skills covered this half term</b>	All knowledge and skills taught previously now embedded
<b>Assessment</b>	Class tests, quizzes, questioning
<b>Personal Development opportunities</b>	Building on skills learnt, which can be used for revision and to answer exam questions effectively
<b>Homework requirements</b>	Revision