



**St George's School**  
**BUSINESS**  
**KS4 Curriculum**

<p><b>PRIOR KNOWLEDGE</b></p>	<p>No prior learning or knowledge is required, although there is a quantitative skills requirement of basic calculations in a business context worth a minimum of 10% of the total qualification.</p>
<p><b>COURSE DELIVERY &amp; STRUCTURE</b>  <i>How the curriculum is delivered</i></p>	<p><b>Lessons:</b> In both Year 10 and 11, students have 5 Business lessons over the two-week timetable.</p> <p><b>Grouping:</b> Students are taught in mixed ability groups.</p> <p><b>Structure:</b> The curriculum is taught as a series of units. They are sequenced to cover the full GCSE specification and build students' knowledge and skills over time.</p> <p><b>Prep:</b> Students will normally receive two prep (homework) tasks per week. These will predominantly consist of consolidation tasks. 'End of unit' consolidation prep will also feature throughout.</p>
<p><b>QUALIFICATION</b>  <i>Exam Board, aim and objectives</i></p>	<p>GCSE (9-1) Business - J204  OCR  Qualification aims and objectives:</p> <ul style="list-style-type: none"> <li>❖ Know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society</li> <li>❖ Apply knowledge and understanding to contemporary business issues and to different types and sizes of business in local, national and global contexts</li> <li>❖ 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</li> <li>❖ Develop as effective and independent students, and as critical and reflective thinkers with enquiring minds</li> <li>❖ Use an enquiring, critical approach to make informed judgements</li> <li>❖ Investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business</li> <li>❖ Develop and apply quantitative skills relevant to business, including using and interpreting data</li> </ul>
<p><b>ASSESSMENT</b>  <i>Internal monitoring and final assessment</i></p>	<p><b>Internal Assessment:</b>  Prep tasks will be monitored for completion and accuracy  Formative feedback will be given for 'end of unit' prep tasks, consisting of data response questions.  Unit 'check-in' assessments will provide summative feedback.  Students will complete mock exams in Year 10 and Year 11</p> <p><b>Final assessment:</b>  2 equally-weighted written examination papers, each of which is 1 hour and 30 minutes long.  Paper 1 relates to Business activity, Marketing, and People  Paper 2 relates to Operations, Finance, and Influences on Business</p>
<p><b>BREADTH</b>  <i>Opportunities, trips, wider reading, cultural capital</i></p>	<p>Designated enrichment and consolidation lessons throughout the course.  Students can watch interview with Anita Roddick, founder of Body Shop, on YouTube and read biography of Peter Jones, entrepreneur and 'dragon' on Dragon's Den.  Students should read BBC Companies News at least once a week</p>

	<b>SUBJECT KNOWLEDGE</b> <i>Overview of topics</i>	<b>SKILLS &amp; STRATEGIES</b> <i>Use of knowledge</i>	
<b>Autumn Y10</b>	<p>The role of business enterprise and entrepreneurship</p> <p>Business planning</p> <p>Business ownership</p> <p>Business aims and objectives</p> <p>Stakeholders in business</p> <p>Business growth</p> <p>The role of marketing</p> <p>Market research</p> <p>Market segmentation</p>	<ul style="list-style-type: none"> <li>❖ Use business concepts and terminology to identify and explain business activity</li> <li>❖ Apply business concepts to familiar and unfamiliar contexts</li> <li>❖ Apply knowledge and understanding to contemporary business issues and to different types and sizes of business in local, national and global contexts</li> <li>❖ Develop problem-solving and decision making skills relevant to business</li> <li>❖ Investigate, analyse and evaluate business opportunities and issues</li> <li>❖ Make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills</li> <li>❖ Interpretation and use of quantitative data in business contexts to support, inform and justify business decisions including: <ul style="list-style-type: none"> <li>➢ Information from graphs and charts</li> <li>➢ Profitability ratios - gross profit and net profit margin</li> <li>➢ Financial data - profit and loss, average rate of return, and cash flow forecasts</li> <li>➢ Marketing data - market research data</li> <li>➢ Marketing data - market share, changes in costs, changes in prices</li> </ul> </li> <li>❖ 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</li> </ul>	
<b>Spring Y10</b>	<p>The marketing mix</p> <p>The role of human resources</p> <p>Organisational structures and different ways of working</p> <p>Communication in business</p> <p>Recruitment and selection</p> <p>Motivation and retention</p> <p>Training and development</p>		
<b>Summer Y10</b>	<p>Employment law</p> <p>The role of the finance function</p> <p>Sources of finance</p> <p>Revenue, costs, profit and loss</p> <p>Break-even</p> <p>Cash and cash flow</p>		
<b>Autumn Y11</b>	<p>Production processes</p> <p>Quality of goods and services</p> <p>The sales process and customer service</p> <p>Consumer law</p> <p>Business location</p> <p>Working with suppliers</p>		
<b>Spring Y11</b>	<p>Ethical and environmental considerations</p> <p>The economic climate</p> <p>Globalisation</p> <p>The interdependent nature of business</p> <p>Finance review</p>		
<b>Summer Y11</b>	<p>Revision, consolidation &amp; exam preparation</p>		<p>Spaced practice</p> <p>Retrieval and recall practice</p> <p>Interleaving of topics</p>