



IMBERHORNE SCHOOL

## Curriculum Map

# Key Stage 4 Business GCSE

### Vision

To prepare students for future education and to ensure they have the writing skills, confidence and ability to research thoroughly and apply theory to real world businesses.  
Students should become more employment-ready by the end of the course and will hopefully develop a lifelong interest in the subject.

### Skills and abilities needed over years 10 and 11:

Calculations  
Context  
Connectives  
Linked strands of development  
Reading skills  
Time management  
Revision skills

Character Education

- Resilience & Empathy
- Collaboration & Communication
- Creativity & Critical Thinking



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## Year 10

Every group has two teachers split across the fortnightly timetable. We believe this is the best way to deliver the course. Each group is the responsibility of more than one teacher, it helps collaboration in the department and uses the specialism of staff.

	1.1 Enterprise and entrepreneurship	1.2 Spotting a business opportunity	1.3 Putting a business idea into practice	1.4 Making the business effective	1.5 Understanding external influences on business
Exam theory specification	1.1.1. The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	1.2.1 Customer needs 1.2.2 Market research 1.2.3 market segmentation 1.2.4 The competitive environment	1.3.1 business aims and objectives 1.3.2 business revenues, costs and profits 1.3.3 Cash and cash flow 1.3.4 sources of business finance	1.4.1 The options for start-up and small businesses 1.4.2 business location 1.4.3 the marketing mix 1.4.4 business plans	1.5.1 business stakeholders 1.5.2 technology and business 1.5.3 legislation and business 1.5.4 the economy and business 1.5.5 external influences
Skills	3 mark questions and linked strands of development These are embedded in each lesson	6 mark questions context skills needed and developed  9 mark justify questions Selecting one action	6 mark questions non context Connectives 9 mark justify questions Selecting one action	12 mark questions look at evaluation skills  Revision skills  Mocks at the end of this term	Revise year 10 theory and how best to do this



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		Balance and 'it depends on'	Balance and 'it depends on' Revision skills Time management skills End of year 10 exams		
Literacy focus	Looking at key command words Teach and talk about key connective words	Reading extracts	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback
PP and social disadvantage	Students identified, priority seating plans and marking	priority seating plans and marking	priority seating plans and marking	priority seating plans and marking	priority seating plans and marking
Character Education	Communication in group work in lessons and tasks Collaboration on groups tasks	Critical thinking – what makes a good business opportunity	Resilience – work on mathematics and equations not every student will find easy	Creativity – looking at enterprise ideas and their own for business plans	Empathy – looking at the economy and impacts of things like unemployment



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## Year 11

	2.1 growing the business	2.2 making marketing decisions	2.3 making operational decisions	2.4 making financial decisions	2.5 making human resource decisions
Exam theory specification	2.1.1 business growth 2.1.2 changes in business aims and objectives 2.1.3 business and globalisation 2.1.4 ethics, the environment and business	2.2.1 product 2.2.2 price 2.2.3 promotion 2.2.4 place 2.2.5 using the marketing mix to make business decisions	2.3.1 business operations 2.3.2 working with suppliers 2.3.3 managing quality 2.3.4 the sales process	2.4.1 business calculations 2.4.2 understanding business performance	2.5.1 organisational structures 2.5.2 effective recruitment 2.5.3 effective training and development 2.5.4 motivation
Skills	Revisit 3 and 6 mark questions Go through a 12 mark question Developing context in analyse questions Exam practice progress test	Look again and re-visit a 9 mark question Developing context in analyse questions Exam practice progress test	Looking through context and connectives Exam practice progress test  Looking at revision skills	Exam practice progress test Looking through context and connectives  Looking at revision skills	Exam practice progress test Looking through context and connectives  Exam technique and revision skills
Literacy focus	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback	Analyse extracts Command exam words DIRT feedback
PP and social disadvantage	Students identified, priority seating plans and marking	priority seating plans and marking	priority seating plans and marking	priority seating plans and marking	priority seating plans and marking



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Character Education	Empathy – looking at ethics of business and their impacts on stakeholders.	Creativity – looking and analysing marketing creativity	Collaboration and communication looking at group work and presentations	Resilience – an area of the course the students struggle with	Critical thinking – comparing organisation in businesses to the school and the impacts of this.
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