

Key Stage 4 Curriculum Map

Department: Business Studies

Subject: Edexcel

GCSE Business

Year: 9

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Title(s)	Theme 1 – Investigating a Small Business (Paper 1)		Theme 1 - Investigating a Small Business (Paper 1)		Theme 1 – Investigating a Small Business (Paper 1)	
Overview / rationale & statement of importance	For Theme 1- students will be looking at: Topic 1.1. Enterprise and entrepreneurship Topic 1.2. Spotting a business opportunity Topic 1.3. Putting a business idea into practice					
Knowledge & Understanding	Theme 1: Topic 1.1 Enterprise and entrepreneurship Why new business ideas come about: • changes in technology • changes in what consumers want • products and services becoming obsolete. How new business ideas come about: • original ideas • adapting existing products/services/ideas. Risk and reward The impact of risk and reward on business activity: • risk: business failure, financial loss, lack of security • reward: business success, profit, independence. The role of business enterprise and the purpose of business activity: • to produce goods or services • to meet customer needs • to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: • an entrepreneur: organises resources, makes business decisions takes risks.		Theme 1: Topic 1.2 Spotting a business opportunity Identifying and understanding customer needs: • what customer needs are: price, quality, choice, convenience • the importance of identifying and understanding customers: generating sales, business survival. Market research The purpose of market research: • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions. Methods of market research: • primary research: survey, questionnaire, focus group, Observation. Secondary research: internet, market reports, government reports. The use of data in market research: • qualitative and quantitative data • the role of social media in collecting market research data • the importance of the reliability of market research data. Market segmentation How businesses use market segmentation to target customers: • identifying market segments: location, demographics, lifestyle, income, age • market mapping to identify a gap in the market and the competition. The competitive environment Understanding the competitive environment: • strengths and weaknesses of competitors based on: price, quality, location, product range and customer service • the impact of competition on business decision making.		Theme 1: Topic 1.3 Putting a business idea into practice What business aims and business objectives are. Business aims and objectives when starting up: • financial aims and objectives: survival, profit, sales, market share, financial security • non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses. Business revenues, costs and profits The concept and calculation of: • revenue • fixed and variable costs • total costs • profit and loss • interest • breakeven level of output • margin of safety. Interpretation of breakeven diagrams: • the impact of changes in revenue and costs • breakeven level of output • margin of safety • profit and loss. Cash and cash-flow The importance of cash to a business: • to pay suppliers, overheads and employees • to prevent business failure (insolvency) • the difference between cash and profit. Calculation and interpretation of cash-flow forecasts: • cash inflows • cash outflows • net cash flow • opening and closing balances. Sources of business finance Sources of finance for a start-up or established small business: • short-term sources: overdraft and trade credit • long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.	
Skills	Developing exam technique Research and application skills Problem solving		Developing exam technique Numerical and quantitative skills Research and application skills Problem solving		Developing exam technique Numerical and quantitative skills Research and application skills Problem solving	

Literacy	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words)
Numeracy		Analysis of data	Analysis of data/ graphs. Using formulas to perform calculations
Assessment	Summative Assessment 1 - 2 x 4 mark exam questions Summative assessment 2 – 2 x 6 mark exam questions Progress checks at the end of each topic	Summative Assessment 3 - 2 x 4 mark questions and 2 x 6 mark questions Progress checks at the end of each topic	Summative Assessment 4 - 1 x 9 mark questions. End of year exams combining what all topics studied from Theme 1
Cross-curricular	Maths English	Maths English	Maths English