



# SIR GRAHAM BALFOUR SCHOOL



## CURRICULUM OVERVIEW – KEY STAGE 4 BUSINESS

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p><b>Theme 1 – Investigating Small Business</b></p> <p>Numeracy / Key Skills Test</p> <p>The dynamic nature of business</p> <p>The role of business enterprise, risk &amp; reward</p> <p>Business aims &amp; objectives</p>	<p><b>Theme 1 – Investigating Small Business</b></p> <p>Business revenues, costs &amp; profit</p> <p>Customer needs</p> <p>Market research</p> <p>Market segmentation</p>	<p><b>Theme 1 – Investigating Small Business</b></p> <p>The competitive environment</p> <p>Cash flow forecasts</p> <p>Sources of finance</p> <p>The options for start-up and small businesses</p>	<p><b>Theme 1 – Investigating Small Business</b></p> <p>Business location</p> <p>The marketing mix</p> <p>Business plans</p> <p><b>Revision and PPE Preparation</b></p>	<p><b>Theme 2 – Building a Business</b></p> <p>Business stakeholders</p> <p>Technology &amp; business</p> <p>Legislation &amp; business</p> <p>The economy &amp; business</p> <p>External influences</p>	<p><b>Theme 2 – Building a Business</b></p> <p>Business Growth</p> <p>Changes in business aims &amp; objectives</p> <p>Business &amp; globalisation</p>
Year 11	<p><b>Theme 2 – Building a Business</b></p> <p>Ethics, the environment &amp; business</p> <p>Product</p> <p>Price</p> <p>Promotion</p>	<p><b>Theme 2 – Building a Business</b></p> <p>Place</p> <p>Using the marketing mix to make business decisions</p> <p>Business operations</p> <p>Working with suppliers</p> <p><b>Revision and PPE Preparation</b></p>	<p><b>Theme 2 – Building a Business</b></p> <p>Managing quality</p> <p>The sales process</p> <p>Business calculations</p> <p>Understanding business performance</p>	<p><b>Theme 2 – Building a Business</b></p> <p>Organisational structures</p> <p>Effective recruitment</p> <p>Effective training &amp; development</p> <p>Motivation</p>	<p><b>Revision of Themes 1 &amp; 2</b></p> <p><b>Exam Preparation</b></p> <p><b>External Paper 1 &amp; 2 to be sat.</b></p>	