

Culcheth High School Key Stage 4 Curriculum Map 2020 - 2021

Business Year 9

Edexcel



	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	Topic 1.1: Growing a business	Topic 1.1: Growing a business	Topic 1.2 – Spotting a business opportunity	Topic 1.2 – Spotting a business opportunity	Topic 1.3 - Putting a business idea into practice	Topic 1.3 - Putting a business idea into practice
Themes	<p>-Enterprise and Entrepreneurship</p> <p>-The dynamic nature of business – why and how new business ideas come about</p>	<p>-Risk and reward – the impact of risk and reward on business activity</p> <p>-The role of business enterprise – the purpose of business activity and the role of entrepreneurship</p> <p>Virtual Reality Game Project – students will work in pairs to create, market, brand and pitch a virtual reality game based around ‘The Apprentice’ task</p>	<p>-Customer needs – identifying and understanding customer needs</p> <p>-Market research – the purpose, ethics and use of data in market research</p>	<p>-Market segmentation: how businesses use market segmentation to target customers.</p> <p>-The competitive environment – understanding the strengths and weaknesses of competitors, and the impact of competition on businesses.</p>	<p>-Business aims and objectives – what business aims are, business aims and objectives when starting up, and why aims and objectives differ between businesses</p> <p>-Business revenues, costs and profits – the concept and calculation of key financial aspects of running a business and the interpretation of break-even diagrams</p>	<p>-Cash and cash flow – the importance of cash to a business and the calculation and interpretation of cash flow forecasts</p> <p>-Sources of business finance – sources of finance for a start-up or established small business.</p> <p>Social Enterprise and Crowdfunding project</p>
Writing Whole school literacy focus	<p>The spelling of Key Terms: Enterprise, Entrepreneur, Consumer, Obsolete, E-commerce, M-Commerce, Social Media, Payment platforms, Marketplace</p>	<p>The spelling of Key Terms: Cash-flow, Sales revenue, Risk, Financial Reward, Market Research, Revenue forecast, Investment, Start-up</p>	<p>The spelling of Key Terms: Convenience, viable, market research, Focus groups, Target market, Sample, Generation Y, Data, Biased, Ethics, Source, Chamber of Commerce, Trade association, Analysis, Qualitative,</p>	<p>The spelling of Key Terms: Segmentation, Demographics, Axes, SWOT analysis, Threats, Opportunities</p> <p>Analysing and Evaluating: Exam structure technique. Developing higher-level</p>	<p>The spelling of Key Terms: Market Share, Profit, Social objective</p> <p>Revenue, Income stream, viable, Income statement, Stakeholder, Break-even point, margin of safety,</p>	<p>The spelling of Key Terms Credit, Overheads, Insolvent, consumables,</p> <p>Trade credit, Overdraft, Cheque, Venture capital, Return on investment, Stakeholders, Share capital, Credit check, Security, Asset,</p>

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	Analysing: Exam question structure – introduction to BLT format	Stakeholder, Ethics, USP, Values, Loyalty, Market Share, Economy Analysing and Evaluation: Exam question structure 3, 6 Mark - BLT	Quantitative, Trade association, Analysis, Incentive, valid. Analysing and Evaluating: Exam question structure, 3, 6 Mark BLT	responses 6, 9 mark questions - BLT	Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6, 9 mark questions	Guarantor, Retained profit, Crowd-Funding Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6, 9 mark questions
Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values	Entrepreneurs, risk and reward and the role of entrepreneurship in the country. Link to real-life case studies and current business news.	Spotting Business opportunities, understanding competition and successful UK business examples.	Spotting Business opportunities, marketing and the role of data when understanding demographics, the role of social media and understanding competition and successful UK business examples.	Aims and objectives for Businesses, financial aspects that face British Businesses. Link to Brexit and current business and economic news.	Aims and objectives for Businesses, financial aspects that face British Businesses.	Options for a Business start-up in the UK, locations, social aspects and the marketing mix, using British business examples throughout.
Key Assessment Focuses, Suggested Assessments and Feedback Week	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout Virtual Reality Project	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout
Special Events						
Possible Visits	Visits to London to include- H of P, Old Bailey, RCJ, B of E, The crystal, Science museum, Warner Bros studio, financial district. External speakers					