

Key Stage 4 Curriculum Map 2019 - 2020

Term 1

| Subject: Business | Year Group: 11 |
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| Week/Date | Focus/Topic |
| 1 Sept 2 nd -5 th | <ul style="list-style-type: none"> ● Welcome and introduction - Class expectations and key dates – Curriculum orientation ● Baseline assessment ● Book looks, T1 PLC and KS4 reflection sheet – Recap: 3.12 Marketing Mix: Product and Price |
| 2 Sept 8 th -12 th | <p style="text-align: center;">Section 3 Chapter 13: Place – Place and Promotion</p> <ul style="list-style-type: none"> ● Advantages and disadvantages of different distribution channels ● Recommend and justify an appropriate distribution channel in given circumstances ● The aims of promotion ● Different methods of promotion and how they influence sales ● The need for cost-effectiveness in spending the marketing budget on promotion ● Technology and the marketing mix |
| 3 Sept 15 th -19 th | <p style="text-align: center;">Section 3 Chapter 14: Marketing Strategy</p> <ul style="list-style-type: none"> ● Justify marketing strategies appropriate to a given situation ● The nature and impact of legal controls related to marketing ● The opportunities and problems of entering new foreign markets ● Exam style session: Chapter 13 & 14 |

Section 4 Operations management

Section 4 Chapter 15: Production of goods and services

4
Sept 22nd -26th

- **The meaning of production**
- Managing resources effectively to produce goods and services
- Difference between production and productivity
- Benefits of increasing efficiency and how to increase it
- Why businesses hold inventories
- The concept of lean production

5
Sept 29th-Oct 3rd

- **The main methods of production**
- Features, benefits and limitations of job, batch and flow production
- Recommend and justify an appropriate production method for a given situation
- How technology has changed production methods
- Exam style session: Chapter 15

6
Oct 6th-10th

Section 4 Chapter 16: Costs, scale of production and break-even analysis

- Identify and classify costs
- Classifying costs using examples, e.g. fixed, variable, average, total
- Use cost data to help make simple cost-based decisions, e.g. to stop production or continue
- Economics and diseconomies of scale

7
Oct 13th-17th

- The concept of economies of scale with examples, e.g. purchasing, marketing, financial, managerial, technical
- The concept of diseconomies of scale with examples, e.g. poor communication, lack of commitment from employees, weak coordination
- Exam style session: Chapter 16

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| <p>8 Oct 20th -24th</p> | <p style="text-align: center;">Mid Term Break</p> |
| <p>9 Oct 27th-Oct 31st</p> | <p style="text-align: center;">Section 4 Chapter 17: Achieving quality production</p> <ul style="list-style-type: none"> ● Recap session Chapters 15 & 16 ● What quality means and why it is important for all businesses ● The concept of quality control and how businesses implement quality control ● The concept of quality assurance and how this can be implemented ● Exam style session chapter 17 |
| <p>10 Nov 3rd -7th</p> | <p style="text-align: center;">Section 4 Chapter 18: Location decisions</p> <ul style="list-style-type: none"> ● Factors influencing the location decision of manufacturing businesses and service businesses ● Factors that a business could consider when deciding which country to locate operations in ● The role of legal controls on location decisions ● Recommend and justify an appropriate location for a business in given circumstances ● Exam style session chapter 18 |
| <p>11 Nov 10th-14th</p> | <p style="text-align: center;">Section 5 Financial information and decisions</p> <p style="text-align: center;">Section 5 Chapter 19: Business finance: needs and sources</p> <ul style="list-style-type: none"> ● The main reasons why businesses need finance, e.g. start-up capital, capital for expansion and additional working capital ● Understand the difference between short-term and long-term finance needs ● The main sources of finance: Internal sources ● The main sources of finance: External sources: Short-term and long-term |
| <p>12 Nov 17th-21st</p> | <ul style="list-style-type: none"> ● Importance of alternative sources of capital, e.g. micro-finance, crowd-funding ● The main factors considered in making the financial choice |

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| | <ul style="list-style-type: none"> ● Recommend and justify appropriate source(s) of finance in given circumstances ● Exam style session chapter 19 <p style="text-align: center;">Section 5 Chapter 20 Cash-flow forecasting and working capital</p> <ul style="list-style-type: none"> ● The importance of cash and of cash-flow forecasting: Why cash is important to a business ● What a cash-flow forecast is, how a simple one is constructed and the importance of it |
| <p style="text-align: center;">13 Nov 24th-28th</p> | <ul style="list-style-type: none"> ● Amend or complete a simple cash-flow forecast ● How to interpret a simple cash-flow forecast ● How a short-term cash-flow problem might be overcome, e.g. increasing loans, delaying payments, asking debtors to pay more quickly ● Working capital: The concept and importance of working capital |
| <p style="text-align: center;">14 Dec 1st-5th</p> | <p>Assessment Weeks</p> |
| <p style="text-align: center;">15 Dec 8th-12th</p> | |
| <p>Winter Break: December 13th – January 2nd</p> | |