Croxley Danes School : Key Stage 4 Curriculum Map

Subject: Business **Exam Board: Edexcel**

Key Concepts

Enterprise	Operations	People	Finance	Marketing	Globalisation
Understand how businesses meet customer needs, add value, and operate as sole traders, partnerships, or franchises. Examine how trends, technology, and the economy impact decisions, and assess start-up risks and rewards. Explore business growth methods and consider ethical and environmental responsibilities.	Identify factors influencing business location choices, such as proximity to markets & labour, and how these vary by business. Understand the purpose and key elements of a business plan, and how planning helps reduce risk and support business success. Explain the role of suppliers, logistics, and quality in maintaining efficient operations, and reputation.	Recognise key stakeholders, their differing objectives, and potential conflicts between stakeholder interests. Understand organisational structures, the recruitment process, and how motivation impacts employee performance and business success.	Identify internal and external sources of finance and match them to different business needs. Understand the role of cash flow forecasting in financial planning and calculate key figures such as revenue, costs, profit, and cash flow. Use financial tools like profit margins and average rate of return to assess performance, and evaluate their effectiveness in decision-making.	Understand how market research & segmentation help businesses identify target markets and make decisions. Describe the marketing mix (4 Ps) and design mix and explain how they are used to attract and retain customers during the product life cycle. Identify pricing, promotional, and distribution strategies.	How economic factors like inflation & interest rates influence business decisions. Identify key legislation affecting businesses. including employment and consumer law. Understand methods of entering global markets, the role of trade barriers, and evaluate their impact on competitiveness and international trade.

What is the Croxley vision for this subject at Key Stage 4

To inspire students through a relevant and engaging Business curriculum that connects learning to the real world. We aim to help students understand how business concepts apply to everyday life by exploring current events, real companies such as Nike, Apple, and local start-ups. The course promotes curiosity and critical thinking by encouraging debate, problem-solving, and decision-making in contexts where there may be no single correct answer, preparing students to think like entrepreneurs, preparing them for the world of industry.

Key Stage 4	**Year Group: 10**		
	Autumn Term 1	**Autumn Term 2**	**Spring Term 1**
key concept	Enterprise, People & Marketing: 1.1 Enterprise and 1.2 Spotting Opportunity	Enterprise & Operations: 1.4 Making the business effective	Finance: 1.3 Putting a Business into Practice
Content: **(Know what…)**	1.1 The dynamic nature of business, Risk &reward and The role of business enterprise 1.2 Customer needs, Market research, Market segmentation and The competitive environment	1.4.The options for start-up and small businesses, Business location**,** The marketing mix and Business plans	1.3 Business aims and objectives*,* Business revenues, costs and profits, Cash: *The importance of cash to a business* and Cash-flow and Sources of finance
Skills: **(know how…)**	Develop core business knowledge by recalling key definitions and applying this understanding to multiple-choice questions. (AO1) Students will practise building structured responses by developing points with linked strands to explain their reasoning. (AO3) Students support extended responses with relevant evidence and quotations. (AO2)	Students understand business ownership types, and how to explain advantages and disadvantages using linked strands for analysis. How elements of the marketing mix work together and the key components of a business plan. How to answer 9-mark questions by applying context (AO2), building developed points with linked strands (AO3a), and forming balanced judgments (AO3b).	How to apply business formulae to calculate total costs, revenue, and profit, and interpret break-even diagrams. How to use cash flow formulae to complete forecasts. Develop analytical skills AO3 by using linked strands to explain the importance of cash and evaluate the advantages and disadvantages of various finance options available to businesses..
Key vocabulary **(5- 10 words)**	Entrepreneur, Enterprise, Innovation, Market research, Customer needs, Segmentation, Competitive environment, Market maps, Gap in the market.	Sole trader, Franchises, Private limited company, shareholder, Proximity, market, labour, product, Price, Place, Promotion, marketing mix, stakeholder,	Internal finance, External Finance, Overdraft, Trade Credit, Crowdfunding, Venture Capital, Fixed costs, Variable costs, Revenue, Profit, Cashflow, Break Even Point, Margin of Safety,
End of Half term assessment	Mini Assessment	Mini Assessment	Business Quantitative Skills Test 1
Planned trips / Clubs / links		Cadbury's World Trip: Marketing & Operations	

Key Stage 4	**Year Group: 10**		
	Spring 2	**Summer 1**	**Summer 2**
Key Concept	Globalisation: 1.5 Understanding external influences on business	Marketing: 2.2 Making marketing decisions	Marketing: 2.2 Making marketing decisions
Content: **(Know what…)**	Business stakeholders, Technology, Legislation, The economy and External influences.	Product: Design mix, Product life cycle	Pricing Strategies, Promotion, Place: Methods of distribution and Using the marketing mix to make decisions.
Skills: **(Know how…)**	Understand how different stakeholders have varying objectives that can conflict and how technology influences business activity. How the economic cycle affects business and consumer decisions, and how to calculate interest and convert currencies How to write balanced responses for 12-mark questions,	Students will dedicate time to reflect on mock question feedback and learn how to improve their answers. Review appropriate techniques for answering 3, 6, 9, and 12-mark questions. How the elements of the design mix influence each other. How to label the product life cycle, explain key features at each stage, and describe strategies businesses use to extend a product's life.	Know how to explain the different pricing strategies and how they link with the phases of the product life cycle. Know how to explain the benefits and drawbacks of different methods of promotion. Explain how all elements of the marketing mix impact one another. And the way these elements impact a business' competitive advantage.
Key vocabulary **(5- 10 words)**	Legislation, protected characteristic, discrimination, consumer protection, economic cycle, recession, interest rates, inflation, unemployment, exchange rates.	Function, design, aesthetic, Product life cycle, introduction, growth, maturity, decline.	Price skimming, penetration pricing, advertising, sponsorship, branding, targeted advertising, viral marketing, distribution, e-tailer, retailer
End of Half term assessment	Year 10 Mock Exams	Mini Assessment	Mini Assessment
Planned trips / Clubs / links	Business Club	Business Club	Business Club

Key Stage 4 **Year Group: 11**			
	Autumn Term 1	**Autumn Term 2**	**Spring Term 1**
key concept	Enterprise & Globalisation: 2.1 Growing the business	Operations: 2.3 Making operational decisions	Finance & People: 2.4 Making financial decisions 2.5 Making human resource decisions
Content: (Know what…)	2.1 Business growth, Changes in aims and objectives, globalisation, Ethics, the environment and business.	2.3 Business operations, Suppliers, Managing quality and The sales process	2.4 Business calculations, business performance, Organisational structures, Recruitment & training and Motivation
Skills: (know how…)	How to apply the benefits and drawbacks of organic and inorganic growth to real business case studies using context (AO2). How business aims and objectives evolve as companies grow. How businesses compete internationally, adapt the marketing mix for global markets. Students will also examine how ethical considerations impact business decisions	How different methods of production impact quality, costs and productivity How to read and interpret a bar gate stock graph. How the role of procurement impacts supplier relationships and the different ways of how a business controls quality.	How to calculate profit margins, and average rate of return and interpret quantitative business data to support, inform and justify business decisions. How to use financial information to understand business performance and make business decisions How different organisational structures impact communication, decision making, and motivation. How technology has impacted the different ways of working. How businesses recruit, train and motivate staff.
Key vocabulary (5- 10 words)	Organic growth, inorganic growth, takeover, merger, export, import, tariffs, trade blocs, ethics, pressure groups.	Job production, batch production, flow production, logistics, Just in time, buffer stock, quality control, quality assurance,	Gross profit, net profit, profit margins, average rate of return, hierarchical structure, flat structure, centralised, decentralised, recruitment, motivation, financial incentives, non-financial incentives.
End of Half term assessment	End of Unit Assessment.	Year 11 Mock Exams	Business Quantitative Skills Test 2
Planned trips / Clubs / links	Business Club	Year 11 Business Intervention Business Club	Year 11 Business Intervention Business Club

Key Stage 4	**Year Group: 11**		
	Spring 2	**Summer 1**	**Summer 2**
Key Concept	Theme 1& 2 Revision and Exam Skills	Theme 1& 2 Revision and Exam Skills Public Examinations	Public Examinations
Content: **(Know what…)**	Theme 1 & 2 focus & Tricky Concepts Command word, Exam technique Application Builder and timed exam practise.	Theme 1 & 2 focus & Tricky Concepts Command word, Exam technique Application Builder and timed exam practise.	
Skills: **(Know how…)**	Students understand which command words require: AO1, AO2, AO3 objectives. Students know how to structure written responses based on command words. Students know how to manage time in exam conditions and how to use explicitly taught exam techniques to secure marks. Students refine how to include context into answers which requires AO2	Students understand which command words require: AO1, AO2, AO3 objectives. Students know how to structure written responses based on command words. Students know how to manage time in exam conditions and how to use explicitly taught exam techniques to secure marks. Students refine how to include context into answers which requires AO	
Key vocabulary (5- 10 words)	Review of tricky terms	Review of tricky terms	
End of Half term assessment	Mini Assessment: 2.5		
Planned trips / Clubs / links	Yr 11 Business Intervention Business Club		