

GCSE Business 2020-21

Curriculum Overview

At Dixons Kings we develop students to lead successful and happy lives and make a positive contribution to their community. Our curriculum in each year is designed to provide experiences, opportunities, knowledge and skills that enrich and challenge our students. We understand that the curriculum is key to determining the life chances and choices for our students and therefore we will not compromise on providing the very best. We achieve this in Business through the below:

Knowledge, skills and understanding to be gained at each stage:

| | | Cycle 1 | Cycle 2 | Cycle 3 |
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| Year 9 | Knowledge Introduced | <p>Theme 1: topic 1.1. Enterprise and entrepreneurship. Students will be introduced to the dynamic nature of business discovering why new ideas come about such as changes in technology, change in consumer wants and products/services becoming obsolete and how new ideas come about such as inventing and innovating. Students will explain the different risks and rewards associated with an entrepreneur setting up their own business as well as the role of enterprise such as adding value and meeting customer needs and the role of the entrepreneur specifically.</p> <p>Theme 1: topic 1.2 Spotting a business opportunity. Students will identify and explain the types of customer needs that need to be met such as price, convenience, quality and choice with emphasis on the importance for business survival. Students will learn about the purpose of market research, what they need to find out about the market, customers and competitors as well as the types such as primary and secondary and the methods within the types. Students will focus on the advantages and disadvantages of the types of research as well as market segmentation, market mapping and the</p> | <p>Theme 1: topic 1.3 Putting a business idea into practice. Students will be introduced to financial and non-financial aims and objective of a small, start-up business, learn formulas to calculate revenue, costs, profit, break-even, margin of safety. Students will learn the importance of cash to a business with emphasis on business survival and will learn how to calculate and interpret a cash flow forecast. Students will define and explain the different sources of finance for a small start-up and small established business. Students will explore both short term sources of finance such as a overdraft and trade credit and long term sources of finance such as personal savings, venture capital, share capital, loans, retained profit and crowdfunding.</p> | <p>Theme 1: topic 1.4 Making the business effective.</p> <p>In this topic students are introduced to the different types of business ownership: sole trader, partnership, franchise, and private limited company. Students will learn the advantages and disadvantages of all types of business ownership and will be able to apply knowledge to given exam style questions. Students will learn the concept of limited and unlimited liability depending on the type of business ownership as well as the implications for the business owner. Students will learn about the factors that influence business location such as proximity to the market, labour, materials and competitors, the nature of business activity as well as the impact of the internet on location decisions (e-commerce or a fixed premises). Students will be introduced to the marketing mix (price, promotion, place and product) and be able to explain the importance of each element alone and all of them together. Students will learn the importance of a business plan, what consists in the business plan, how it reduces risk and the purpose of planning business activity.</p> |



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| | | impact it has on decision making. | |
| | Knowledge Revisited | Students are new to the subject but may be aware of business examples, news and knowledge on keywords in general. | The previous topics 1.1 and 1.2 will be revisited in the do now, intervention and for the cycle assessment. |
| | Skills Introduced | Structure's to apply business knowledge to answer exam style question e.g. 3- and 6-mark questions. | Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions. |
| | Skills Revisited | | <p>AO1-Demonstrate knowledge and understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>AO3- Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> |
| Year 10 | Knowledge Introduced | <p>Theme 1: topic 1.3 Putting a business idea into practice. Students will be introduced to financial and non-financial aims and objective of a small, start-up business, learn formulas to calculate revenue, costs, profit, break-even, margin of safety. Students will learn the importance of cash to a business with emphasis on business survival and will learn how to calculate and interpret a cash flow forecast. Students will define and explain the different sources of finance for a small start-up and small established business. Students will explore both short term sources of finance such as a overdraft and trade credit and long term sources of finance such as personal savings, venture capital, share capital, loans, retained profit and crowdfunding.</p> | <p>Theme 1: topic 1.5 Understanding external influences. Students will be introduced to business stakeholders and their conflicts, how they are affected by business activity and impact business activity.</p> <p>Technology and business and how it influence's sales, costs and the marketing mix.</p> <p>Legislation and business focusing on consumer and employment law and the impact it has on costs and the effects of what will happen if key parts of the legislation is not followed by the business.</p> <p>The economy and business, how the economy impacts employment, interest rates, inflation rates, exchange rates, changing levels of consumer income and government taxation and how all these factors affect businesses and customers.</p> |
| | | | <p>Theme 2: topic 2.2 Making marketing decisions. Students will learn more in depth knowledge of the marketing mix (price, promotion, place and product) and the type of decisions businesses will have to make for each element considering the impact on the business and customers. Students will understand how the marketing mix influences key decisions and how they influence each other and integrate.</p> |



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| | <p>Theme 1: topic 1.4 Making the business effective.</p> <p>In this topic students are introduced to the different types of business ownership: sole trader, partnership, franchise, and private limited company. Students will learn the advantages and disadvantages of all types of business ownership and will be able to apply knowledge to given exam style questions. Students will learn the concept of limited and unlimited liability depending on the type of business ownership as well as the implications for the business owner. Students will learn about the factors that influence business location such as proximity to the market, labour, materials and competitors, the nature of business activity as well as the impact of the internet on location decisions (e-commerce or a fixed premises). Students will be introduced to the marketing mix (price, promotion, place and product) and be able to explain the importance of each element alone and all of them together. Students will learn the importance of a business plan, what consists in the business plan, how it reduces risk and the purpose of planning business activity.</p> | <p>Theme 2: topic 2.1 Growing the business. Students are introduced to business knowledge that now applies to larger, growing businesses such as the different types of large business ownership- Ltd and Plc. Students will be introduced to internal and external sources of finance with their benefits and drawbacks. How as a business expands and grows their aims and objectives will change as well as the impact of globalisation, the barriers they will face operating internationally and how it allows businesses to be competitive. Students will also learn about ethics in a business, how it is important and environmental considerations the business will have.</p> | |
| Knowledge Revisited | <p>Previous topics will be revisited in the do now of the lessons. The topics include topic 1.1. enterprise and entrepreneurship, 1.2 spotting a business opportunity (market research).</p> | <p>Previous topics 1.1 to 1.5 will be revisited in the do now, intervention and for the cycle assessment. Knowledge that will particularly be revisited is different types of business ownership and sources of finance e.g. bank loan.</p> | <p>Previous topics 1.1 to 1.5 will be revisited in the do now, intervention and for the cycle assessment. Knowledge that will particularly be visited is the marketing mix.</p> |
| Skills Introduced | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> |
| Skills Revisited | <p>AO1-Demonstrate knowledge and</p> | <p>AO1-Demonstrate knowledge and</p> | <p>AO1-Demonstrate knowledge and</p> |



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| | | <p>understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>AO3- Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> | <p>understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>AO3- Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> | <p>understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>AO3- Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p> |
| Year 11 | Knowledge Introduced | <p>Theme 2: topic 2.2 Making marketing decisions. Students will learn more in depth knowledge of the marketing mix (price, promotion, place and product) and the type of decisions businesses will have to make for each element considering the impact on the business and customers. Students will understand how the marketing mix influences key decisions and how they influence each other and integrate.</p> <p>Theme 2: topic 2.4 Making financial decisions. Students will be introduced to new business calculations to apply in the profit and loss account and learn how to work out gross and net profit margin and the average rate of return. Students will learn how to interpret quantitative data from graphs, charts, marketing data and market reports and apply them to exam style questions. Students will learn about the uses and limitations of quantitative data.</p> | <p>Theme 2: topic 2.5 Making human resource decisions. Students will be introduced to hierarchal and flat organisational structures a business will have, the importance of effective communication and the barriers. The different types of workers a business can have based on hours and contracts. Different roles and responsibilities employees have in a business, the documents potential candidates will use to apply for a job e.g. cv and application form and the documents businesses use to recruit employees e.g. job description and personal specification. Effective training and development such as formal and informal and self-learning in order to motivate and retain workers. Why motivation is important and the financial and non-financial methods used to motivate employees to increase retainment and productivity.</p> | <p>All topics will have been taught. Retrieval practice to take place for theme 1 and 2.</p> <p>Students to be completing keywords sheets and sample/specimen/previous years exam papers to prepare for their exams in May (paper 1) and June (paper 2). Students will be provided with an exam pack which will be used every lesson and used to set homework.</p> <p>The focus will be how to structure questions, particularly 9/12-mark questions at this point, key business concepts and how these can be demonstrated and applied to exam style questions and in given context.</p> |

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| | <p>Theme 2: topic 2.3 making operational decisions.</p> <p>Students will be introduced to the knowledge in business operations, the different production methods such as flow, batch and job and the benefits and drawbacks for both. The impact of technology on a business, the benefits and drawbacks, focusing on costs and how it can meet customer needs. Working with suppliers and stock management systems as well as managing quality e.g. quality assurance and quality control. The sales process and the importance of customer service.</p> | <p>All topics will have been taught at the end of topic 2.5. Retrieval practice to take place for theme 1. Mock exams to take place- paper 1 and paper 2 and a combined grade to be given to students.</p> <p>Retrieval practice for topic 1.1 enterprise and entrepreneurship, 1.2 spotting a business opportunity, topic 1.3 putting a business idea into practice, topic 1.4 making the business effective and topic 1.5 understanding external influences. Retrieval practice for topic 2.1 growing the business, 2.2. making marketing decisions, 2.3 making operational decisions, 2.4 making financial decisions and 2.5 making human resource decision.</p> <p>The focus will be key business concepts and how these can be demonstrated and applied to exam style questions and in given context.</p> | |
| Knowledge Revisited | <p>Previous topics 1.1 to 2.5 will be revisited in the do now, intervention and for the cycle assessment. The knowledge from 1.3 revisited is where students learnt about the profit and loss account and how to calculate revenue, costs and profit.</p> | <p>All of theme 1, topics 1.1 to 1.5 through the do now, intervention and retrieval practice within lessons and after school intervention classes.</p> | <p>All of theme 2, topics 2.1 to 2.5 through the do now, intervention and retrieval practice within lessons and after school intervention classes.</p> |
| Skills Introduced | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> | <p>Structure's to apply business knowledge to answer exam style question e.g. 3/6/9/12 mark questions.</p> |
| Skills Revisited | <p>AO1-Demonstrate knowledge and understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> | <p>AO1-Demonstrate knowledge and understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> | <p>AO1-Demonstrate knowledge and understanding of business concepts and issues</p> <p>AO2 - Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> |



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A powerful, knowledge-rich curriculum teaches both declarative knowledge (facts; knowing that something is the case; what we think about) and non-declarative or procedural knowledge (skills and processes; knowing how to do something; what we think with). There are no skills without bodies of knowledge to underpin them. In some subjects, a further distinction can be made between substantive knowledge (the domain specific knowledge accrued e.g. knowledge of the past) and disciplinary knowledge (how the knowledge is accrued e.g. historical reasoning). Please refer to the DAT Curriculum Principles, published on our website, for further information about how we have designed our curriculum.