

**KS4 Business Curriculum Explained**

Our KS4 Business Studies curriculum follows the NCFE Business course, giving students’ a diverse understanding of the dynamic nature of enterprise. It is focused on developing students knowledge and applying this through enterprising skills

Kingsdown Business learners will be able know how to :

* understand entrepreneurial characteristics and business aims and objectives
* legal structures, organisational structures and stakeholder engagement
* understand the marketing mix, market research, market types and orientation types
* understand operations management
* understand internal and external influences on business
* understand research, resource planning and growth for business
* understand human resource requirements for a business start-up
* understand sources of enterprise funding and business finance
* understand business and enterprise planning.

Kingsdown Business Studies will develop skills and knowledge:

* in adapting their own ideas and responding to feedback
* in evaluating their own work
* analysing data and making decisions that are essential for the business and enterprise sector, such as evaluation skills; responding to data; independent working; working to deadlines; efficient use of resources.

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| **Topic** | **Key ideas** | **Why they are learning it and in what order.** |
| **Marketing for business and enterprise** | Aspects of Marketing  Marketing Techniques  4 P’s | The learner can:  Understand different aspects of marketing  Understand the methods of market research  Understand the marketing mix  Be able to evaluate the effectiveness of different marketing methods |
| Plan, develop and participate in a business or enterprise project | Be able to identify and research a project  Be able to develop a project plan  Be able to participate in a project  Be able to evaluate their business or enterprise project | The learner can:  1.1 Select an appropriate project  1.2 Identify aims and objectives of the project  1.3 Conduct appropriate market research for your project  1.4 Assess findings against the aims and objectives, amending if required  2.1 Develop a project plan to include:   aims and objectives   summary of research   marketing plan   financial plan   production/service plan   the balance of potential risks against potential rewards  2.2 Present the plan in a clear and appropriate way  3.1 Participate in the project as planned  3.2 Demonstrate effective communication skills  3.3 Demonstrate effective working relationships with others  4.1 Evaluate the success of the project against the aims and objectives  4.2 Assess the strengths and areas for development of your contribution to the project  4.3 Present the evaluation in a clear and appropriate way |

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| Year group | **Areas covered** |
| **Year 9** | **Unit 01 Introduction to business and enterprise** |
| **Year 10** | **Unit 02 Understanding resources for business and enterprise planning** |
| **Year 11** | **Vcert Unit 2 – Marketing for Business** |
|  | **VCert Unit 4 – Enterprise for Business** |