



Digital Business (KS3) – Year 9

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Year 9	Topic	Programme of Study
Autumn 1	<u>Theme 1</u> Dynamic Business (111) & Market Research (122)	<p>Why This? To look at how business ideas come about and why these business ideas need to be researched.</p> <p>Why Now? Introduction to business and to this digital gateway course.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • Why and how new business ideas come about. • The purpose of market research, methods and the use of data. <p>Key Vocabulary</p> <ul style="list-style-type: none"> • Consumer, customer, products, services. • Primary research, secondary research, qualitative data, quantitative data. <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks Assessment rubric in Teams.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. Promoting creative skills. Promoting research skills.
Autumn 2	<u>Theme 1</u> Revenue, Costs & Profit (132)	<p>Why This? To look at how business works out revenue, costs and profit to sustain business operations.</p> <p>Why Now? To build on business ideas to create a sustainable business through managing inflow and outflow.</p> <p>Key Knowledge</p>



		<ul style="list-style-type: none"> • The concept of calculating revenue, costs and profit. • Interpreting break even graphs. <p>Key Vocabulary Revenue fixed and variable costs, total costs, profit and loss, breakeven, margin of safety.</p> <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks Assessment rubric in Teams.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. Promoting personal financial skills & home management.
Spring 1	Theme 1 Cash Flow (133) & Location (142)	<p>Why This? To look at how business works out how cash flow and location are important in business decision making.</p> <p>Why Now? To build on students' financial knowledge and why 'cash in king' and its link to location.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • The importance of cash to a business and interpretation of cash flow forecasting. • The factors that influence business location i.e. costs. <p>Key Vocabulary</p> <ul style="list-style-type: none"> • Inflows, outflows, net cash flow, opening and closing balances. • E-commerce, market, labour, materials and competitors <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams.



		<ul style="list-style-type: none"> • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks Assessment rubric in Teams.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. Promoting personal financial skills in home management and costs involved in owning/renting property.
Spring 2	<p>Theme 1 Marketing Mix (143) & Technology and Business (152)</p>	<p>Why This? To look at how important it is for a business to use the marketing mix to support the sales of products/services. How technology can support this and other business activity.</p> <p>Why Now? To build on students understanding of business and products/services are marketed using technology for this and other business activities.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • The importance of each element of the marketing mix. • How technology influences business activity. <p>Key Vocabulary</p> <ul style="list-style-type: none"> • Product, price, place, promotion. • E-commerce, digital communication, payment systems, social media. <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks Assessment rubric in Teams</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate.



		<ul style="list-style-type: none"> Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. Professional use of technology, research skills and how products/services are targeted at us.
Summer 1	Theme 1 Legislation & Business (153)	<p>Why This? To understand the purpose and impact of legislation on businesses.</p> <p>Why Now? To build on students' knowledge of keeping costs low while understanding that a business must follow specific legislation.</p> <p>Key Knowledge The purpose and impact of legislation.</p> <p>Key Vocabulary Consumer law, consumer rights, recruitment, pay, discrimination, health and safety.</p> <p>Sources</p> <ul style="list-style-type: none"> Edexcel GCSE Specification Resources and lesson materials in the Class Teams. BBC Bitesize Revision GCSE Business. Answering question templates and supporting videos. Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric in Teams.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> Promoting business, entrepreneurship and how any organisation students work in will operate. Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. every days laws when working in any organisation.
Summer 2	Theme 1 External Influences (155)	<p>Why This? To understand how external factors can impact on a business.</p> <p>Why Now? To build on students' knowledge on business decision making and how external factors can influence the decisions made in a business.</p> <p>Key Knowledge The external influences on a business.</p> <p>Key Vocabulary The economic climate, legislation, technology.</p> <p>Sources</p> <ul style="list-style-type: none"> Edexcel GCSE Specification Resources and lesson materials in the Class Teams. BBC Bitesize Revision GCSE Business.



- Answering question templates and supporting videos.
- Exam paper questions where appropriate

Curriculum Assessment tasks

See assessment rubric in Teams.

Personal Development links

- Promoting business, entrepreneurship and how any organisation students work in will operate.
- Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. pressure groups influencing how consumer decisions.

Curriculum Progression

GCSE Business



GCSE Business (KS4) – Year 10

GCSE Business (KS4) – Year 10		
Year 10	Topic	Programme of Study
Autumn 1	<p>Theme 1</p> <ul style="list-style-type: none"> *Risk and Reward (112) *Business Enterprise (113) *Customer Needs (121) *Market Segmentation (123) *Competitive Environment (124) *Aims and Objectives (131) 	<p>Why This? To understand how a business starts, the entrepreneur and how marketing is completed by a business.</p> <p>Why Now? To bridge the gap in knowledge when transitioning from the Digital Business course to the GCSE knowledge required for the Theme 1 (Paper 1) exam.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • Entrepreneur risk and reward. • Customer wants and needs. • Segmentation of the market i.e. age, location, lifestyle etc. • Understanding what the competitive environment is. • Setting business aims and objectives. <p>Key Vocabulary Risk, reward, segmentation, competition, aims, objectives, price, promotion, place, product, customer, consumer.</p> <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. understanding how to set personal aims and objectives to achieve life goals and stick to them.
Autumn 2	<p>Theme 1</p> <ul style="list-style-type: none"> *Sources of Finance (134) *Options for Start-Up (141) *Business Plans (144) 	<p>Why This? To understand how business gain capital, how they start, planning the business while considering stakeholders and the economy.</p> <p>Why Now? To continue to bridge the gap in knowledge when transitioning from the Digital Business course to the GCSE knowledge required for the Theme 1 (Paper 1) exam.</p> <p>Key Knowledge</p>



	<p>*Stakeholders (151) *The Economy (154)</p>	<ul style="list-style-type: none"> • Where an entrepreneur would gain the capital to start a business. • They type of business ownership that could be chosen by a new business. • Planning for the business and reasons for creating a business plan. • Considering stakeholders and potential conflict of interest. • Considering the impact of the economy on a new business. <p>Key Vocabulary Capital, loans, personal savings, business angels, crowdfunding, sole trader, partnerships, Ltd, PLC, conflict, interest rates, exchange rates.</p> <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. personal financial management – managing loans and repayments. Planning for successful home management.
<p>Spring 1</p>	<p>Theme 2 Growing the Business (2.1) & Making Marketing Decisions (2.2)</p>	<p>Why This? To understand how a business grows, potentially being a global business and how this a marketed on a bigger scale.</p> <p>Why Now? To build GCSE knowledge required for the Theme 2 (Paper 2) exam.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • How the business grows. • The changing of business aims and objectives. • How a business moves towards globalisation, and it should continue to be ethical in the face of external pressures. • Using the marketing mix to make business decisions. <p>Key Vocabulary Organic and inorganic growth, market conditions, imports, exports, trade blocs, tariffs, marketing mix, competitive advantage.</p> <p>Sources</p>



		<ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> • Promoting business, entrepreneurship and how any organisation students work in will operate. • Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. social responsibility and respect for protecting the environment.
Spring 2	<p><u>Theme 2</u> Making Operational Decisions (2.3) & Making Financial Decisions (2.4)</p>	<p>Why This? To understand how a business makes key decisions both operational and financial.</p> <p>Why Now? To build on the students' knowledge of business growth and to cover GCSE knowledge required for the Theme 2 (Paper 2) exam.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> • Understanding the business operations. • How a business will work with suppliers. • How a business manages the quality of the product or service. • How a business will manage its sales process. • Understanding how to work out and interpret key business financial calculations. • Financial management and understanding business performance. <p>Key Vocabulary Job production, batch production, flow production, bar gate stock graphs, post sales service, gross profit, net profit, average rate of return, quantitative data.</p> <p>Sources</p> <ul style="list-style-type: none"> • Edexcel GCSE Specification • Resources and lesson materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. • Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric.</p> <p>Personal Development links</p>



		<ul style="list-style-type: none"> Promoting business, entrepreneurship and how any organisation students work in will operate. Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. Promoting personal financial skills in home management and costs involved in owning/renting property and earning potential to support a family.
Summer 1	<p>Theme 2 Making Human Resource Decisions (2.5)</p>	<p>Why This? Understanding human resource decisions withing a growing business.</p> <p>Why Now? To build on the students' knowledge of the business in making operational decisions to cover GCSE knowledge required for the Theme 2 (Paper 2) exam.</p> <p>Key Knowledge</p> <ul style="list-style-type: none"> Understanding organisational HR structures. How to effectively recruit for a business. Effective training and development in the organisation. How to motivate employees to enable organisational performance. <p>Key Vocabulary Hierarchical structure, flat structure, centralised, de-centralised, internal recruitment, external recruitment, CV, application form, person specification, job description, formal training, informal training, financial motivation methods, non-financial motivation methods.</p> <p>Sources</p> <ul style="list-style-type: none"> Edexcel GCSE Specification Resources and lesson materials in the Class Teams. BBC Bitesize Revision GCSE Business. Answering question templates and supporting videos. Exam paper questions where appropriate <p>Curriculum Assessment tasks See assessment rubric.</p> <p>Personal Development links</p> <ul style="list-style-type: none"> Promoting business, entrepreneurship and how any organisation students work in will operate. Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. applying for jobs, how to fill in application forms, producing CVs.
Summer 2	<p>Theme 2 Making Human</p>	<p>Why This? CONTINUED... Understanding human resource decisions withing a growing business.</p> <p>Why Now?</p>



<p>Resource Decisions (2.5)</p>	<p>To build on the students' knowledge of the business in making operational decisions to cover GCSE knowledge required for the Theme 2 (Paper 2) exam.</p> <p>Key Knowledge</p> <ul style="list-style-type: none">• Understanding organisational HR structures.• How to effectively recruit for a business.• Effective training and development in the organisation.• How to motivate employees to enable organisational performance. <p>Key Vocabulary</p> <p>Hierarchical structure, flat structure, centralised, de-centralised, internal recruitment, external recruitment, CV, application form, person specification, job description, formal training, informal training, financial motivation methods, non-financial motivation methods.</p> <p>Sources</p> <ul style="list-style-type: none">• Edexcel GCSE Specification• Resources and lesson materials in the Class Teams.• BBC Bitesize Revision GCSE Business.• Answering question templates and supporting videos.• Exam paper questions where appropriate <p>Curriculum Assessment tasks</p> <p>See assessment rubric.</p> <p>Personal Development links</p> <ul style="list-style-type: none">• Promoting business, entrepreneurship and how any organisation students work in will operate.• Life skills for the 21st century that will aid students to become rounded, responsible and employable citizens e.g. applying for jobs, how to fill in application forms, producing CVs
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Curriculum Progression

GCSE Business



GCSE Business (KS4) – Year 11

GCSE Business (KS4) – Year 11		
Year 11	Topic	Programme of Study
Autumn 1	Course complete. Revision alternating between Theme 1 & 2.	<p>Why This? Identification of areas for improvement. Then going over key aspects of learning including approaching exam questions.</p> <p>Why Now? Final preparation towards exam in May/June.</p> <p>Key Knowledge Various depending on the topic being covered.</p> <p>Key Vocabulary Various depending on the topic being covered.</p> <p>Sources</p> <ul style="list-style-type: none"> • Revision materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. <p>Curriculum Assessment tasks</p> <ul style="list-style-type: none"> • Exam questions and feedback. • Low stakes testing starters <p>Personal Development links</p> <ul style="list-style-type: none"> • Revision strategies
Autumn 2	Course Complete. Revision alternating between Theme 1 & 2.	<p>Why This? Identification of areas for improvement. Then going over key aspects of learning including approaching exam questions.</p> <p>Why Now? Final preparation towards exam in May/June.</p> <p>Key Knowledge Various depending on the topic being covered.</p> <p>Key Vocabulary Various depending on the topic being covered.</p> <p>Sources</p> <ul style="list-style-type: none"> • Revision materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. <p>Curriculum Assessment tasks</p> <ul style="list-style-type: none"> • Exam questions and feedback.



		<ul style="list-style-type: none"> • Low stakes testing starters <p>Personal Development links</p> <ul style="list-style-type: none"> • Revision strategies
Spring 1	Course Complete. Revision alternating between Theme 1 & 2.	<p>Why This? Identification of areas for improvement. Then going over key aspects of learning including approaching exam questions.</p> <p>Why Now? Final preparation towards exam in May/June.</p> <p>Key Knowledge Various depending on the topic being covered.</p> <p>Key Vocabulary Various depending on the topic being covered.</p> <p>Sources</p> <ul style="list-style-type: none"> • Revision materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. <p>Curriculum Assessment tasks</p> <ul style="list-style-type: none"> • Exam questions and feedback. • Low stakes testing starters <p>Personal Development links</p> <ul style="list-style-type: none"> • Revision strategies
Spring 2	Course Complete. Revision alternating between Theme 1 & 2.	<p>Why This? Identification of areas for improvement. Then going over key aspects of learning including approaching exam questions.</p> <p>Why Now? Final preparation towards exam in May/June.</p> <p>Key Knowledge Various depending on the topic being covered.</p> <p>Key Vocabulary Various depending on the topic being covered.</p> <p>Sources</p> <ul style="list-style-type: none"> • Revision materials in the Class Teams. • BBC Bitesize Revision GCSE Business.



		<ul style="list-style-type: none"> • Answering question templates and supporting videos. <p>Curriculum Assessment tasks</p> <ul style="list-style-type: none"> • Exam questions and feedback. • Low stakes testing starters <p>Personal Development links</p> <ul style="list-style-type: none"> • Revision strategies
Summer 1	<p>Course Complete. Revision alternating between Theme 1 & 2.</p>	<p>Why This? Identification of areas for improvement. Then going over key aspects of learning including approaching exam questions.</p> <p>Why Now? Final preparation towards exam in May/June.</p> <p>Key Knowledge Various depending on the topic being covered.</p> <p>Key Vocabulary Various depending on the topic being covered.</p> <p>Sources</p> <ul style="list-style-type: none"> • Revision materials in the Class Teams. • BBC Bitesize Revision GCSE Business. • Answering question templates and supporting videos. <p>Curriculum Assessment tasks</p> <ul style="list-style-type: none"> • Exam questions and feedback. • Low stakes testing starters <p>Personal Development links</p> <ul style="list-style-type: none"> • Revision strategies
Summer 2	<p>Students left the school for exams.</p>	<p>N/a; but happy that another batch of students have completed the course! 😊</p>