

## Business Key Stage 4 Curriculum Overview

<b>Year 1 Units of Work</b>	<b>1 Business Activity</b>	<b>2 Marketing</b>	<b>3 People</b>	
	<ul style="list-style-type: none"> <li>✓ The role of business and enterprise</li> <li>✓ Business planning</li> <li>✓ Business ownership</li> <li>✓ Business aims &amp; objectives</li> <li>✓ Stakeholders in business</li> <li>✓ Business growth</li> </ul>	<ul style="list-style-type: none"> <li>✓ Role of marketing</li> <li>✓ Market research</li> <li>✓ Market segmentation</li> <li>✓ Marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>✓ Human resources</li> <li>✓ Organisational structures and different ways of working</li> <li>✓ Communication in business</li> <li>✓ Recruitment and selection</li> <li>✓ Motivation and retention</li> <li>✓ Training and development</li> <li>✓ Employment law</li> </ul>	
<b>Year 2 Units of work</b>	<b>4 Operations</b>	<b>5 Finance</b>	<b>6 Influences on Business</b>	<b>7 Interdependent Nature of Business</b>
	<ul style="list-style-type: none"> <li>✓ Production processes</li> <li>✓ Quality of goods and services</li> <li>✓ Sales process and customer service</li> <li>✓ Consumer law</li> <li>✓ Business location</li> <li>✓ Working with suppliers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Role of finance function</li> <li>✓ Sources of finance</li> <li>✓ Revenue costs, profit and loss</li> <li>✓ Break even</li> <li>✓ Cash and cash flow</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ethical and environmental considerations</li> <li>✓ The economic climate</li> <li>✓ Globalisation</li> </ul>	