



# Alderman White School

A member of The White Hills Park Trust

## Computer Science Department Curriculum Intent

### Key Stage 4 –Business

	Autumn Term	Spring Term	Summer Term
<b>Topics</b>	<p><b>Topic 1.1 Enterprise and entrepreneurship</b></p> <p>1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b></p> <p>1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment</p>	<p><b>Topic 1.3 Putting a business idea into practice</b></p> <p>1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance</p> <p><b>Topic 1.4 Making the business effective</b></p> <p>1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans</p>	<p><b>Topic 1.5 Understanding external influences on business</b></p> <p>1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences</p> <p><b>Topic 2.1 Growing the business</b></p> <p>2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalization 2.1.4 Ethics, the environment and business</p>

Year 10 Business

<b>Assessment</b>	<ul style="list-style-type: none"><li>• Continual in class assessments</li><li>• Use of knowledge organisers</li><li>• Pre exam practice with mock exams</li></ul>	<ul style="list-style-type: none"><li>• Continual in class assessments</li><li>• Use of knowledge organisers</li><li>• Pre exam practice with mock exams</li></ul>	<ul style="list-style-type: none"><li>• Completed work assessed and moderated across different centres</li><li>• Continual in class assessments</li><li>• Use of knowledge organisers</li><li>• Pre exam practice with mock exams</li></ul>
<b>Resources</b>	<ul style="list-style-type: none"><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li></ul>

	Autumn Term	Spring Term	Summer Term
Topics	<p><b>Topic 2.2 Making marketing decisions</b></p> <p>2.2.1 Product 2.2.2 Price 2.2.3 promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions</p> <p><b>Topic 2.3 Making operational decisions</b></p> <p>2.3.1 Business operations 2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process</p>	<p><b>Topic 2.4 Making financial decisions</b></p> <p>2.4.1 Business calculations 2.4.2 Understanding business performance</p> <p><b>Topic 2.5 Making human resource decisions</b></p> <p>2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation</p>	
Assessment	<ul style="list-style-type: none"> <li>• Continual in class assessments</li> <li>• Use of knowledge organisers</li> <li>• Pre exam practice with mock exams</li> </ul>	<ul style="list-style-type: none"> <li>• Continual in class assessments</li> <li>• Use of knowledge organisers</li> <li>• Pre exam practice with mock exams</li> </ul>	
Resources			