

# KS4 Business Studies Curriculum Plan 2014-15

AQA GCSE Specification – 10 lessons per fortnight.

<http://filestore.aqa.org.uk/subjects/AQA-4130-W-SP-14.PDF>

Full details of the units:

Topic	Content summary
<b>Unit 1:</b>	This unit focuses on the issues involved with starting a business.
<b>Starting a Business</b>	<p>What is a business?</p> <p>What are the aims of a business and how do the objectives impact on the running of a business?</p> <p>How does business planning assist in the setting up of a business and the raising of finance?</p> <p>What are the benefits and drawbacks of different legal structures when setting up a business?</p> <p>What factors influence start-up location decisions?</p>
<b>Marketing</b>	<p>What methods of market research are likely to be used by a business?</p> <p>What are the four elements of the marketing mix and how can these be applied to different businesses?</p>
<b>Finance</b>	<p>What are the main sources of finance available to a small business?</p> <p>How do we calculate profit and loss?</p>
<b>People in Businesses</b>	<p>What are the external and internal methods by which a business might recruit staff?</p> <p>What monetary and non-monetary benefits do businesses offer to employees?</p> <p>What are the benefits to a business of motivated staff and what methods of motivation are used by a small business?</p> <p>What are the legal responsibilities of employers and their staff?</p>
<b>Operations Management</b>	<p>What are the operational decisions in managing a business?</p> <p>How can operations management help a business to be more effective and what role can technology play in this process?</p>
<b>Unit 2:</b>	This unit builds upon the content of unit 1 and allows students to study businesses as they grow and the issues that expansion raises.
<b>The Business Organisation</b>	<p>What are the benefits and risks of expansion and how do these concepts impact on the stakeholders?</p> <p>How do businesses choose the right legal structure for their organisation?</p> <p>How the aims and objectives of a business change as it grows?</p> <p>How important is location to growing businesses?</p>
<b>Marketing</b>	How does the marketing mix change as a business grows?
<b>Finance</b>	<p>What are the main sources of funding available to a growing business and what are the advantages and disadvantages of each option?</p> <p>How do we analyse profit and loss accounts and balance sheets?</p>
<b>People in Businesses</b>	<p>What are the different organisational structures of a business?</p> <p>What process do businesses use to recruit, motivate and retain their employees?</p>
<b>Operations Management</b>	<p>How can flow production create efficient use of resources?</p> <p>What are the advantages and disadvantages of the growth of a business?</p> <p>How is quality assurance maintained in a growing business?</p>
<b>Unit 3:</b>	
<b>Controlled assessment</b>	Students will complete an investigation into a small business. The final write-up of the controlled assessment will be completed in lessons under controlled conditions. This forms 25% of the final

	GCSE grade. The topic is set by the exam board each year.
--	---