



Curriculum Map

Subject: Y10 Business Studies

Year group: Year 10

	Autumn Half term 1	Autumn Half term 2	Spring Half term 1	Spring Half term 2	Summer Half term 1	Summer Half term 2
<p>Content</p> <p><i>Declarative Knowledge – ‘Know What’</i></p>	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>1.1.1 The dynamic nature of business</p> <p>1.1.2 Risk and reward</p> <p>1.1.3 The role of business enterprise</p> <p>Revision lesson on 1.1 Assessment</p> <p>Topic 1.2 Spotting a business opportunity</p> <p>1.2.1 Customer needs</p> <p>1.2.2 Market research</p> <p>1.2.3 Market segmentation</p>	<p>Topic 1.2 Spotting a business opportunity</p> <p>1.2.4 The competitive environment</p> <p>Revision lesson on 1.2: Assessment</p> <p>Topic 1.3 Putting a business idea into practice</p> <p>1.3.1 Business aims and objectives</p> <p>1.3.2 Business revenues, costs and profits</p>	<p>Topic 1.3 Putting a business idea into practice</p> <p>1.3.3 Cash and cash-flow</p> <p>1.3.4 Sources of business finance</p> <p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p>	<p>Topic 1.4 Making the business effective</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p> <p>Revision lesson on 1.4 Assessment</p>	<p>Revision of topics within theme and Year 10 trial exams</p> <p>Topic 1.1 Enterprise and entrepreneurship</p> <ul style="list-style-type: none"> • Topic 1.2 Spotting a business opportunity • Topic 1.3 Putting a business idea into practice • Topic 1.4 Making the business effective <p>Topic 1.5 Understanding external influences on business</p>	<p>Topic 1.5 Understanding external influences on business</p> <p>1.5.2 Technology and business</p> <p>1.5.3 Legislation and business</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p>
<p>Skills</p> <p><i>Procedural Knowledge – ‘Know How’</i></p>	<p>1.1 To identify and assess how business ideas come about using examples Assess the risk and rewards of business activity To identify entrepreneurial characteristics and assess</p>	<p>1.2 Analyse the competitive environment using a SWOT analysis</p> <p>1.3 Analyse reasons for differing aims between businesses</p>	<p>1.3 Make calculations to complete cash-flow forecasts: cash inflows, cash outflows, net cash flow, opening and closing balances.</p> <p>Select the most appropriate source of finance for a business in a given situation: short-term sources (overdraft and trade</p>	<p>1.4 To identify and explain the elements of the marketing mix.</p> <p>Apply the marketing mix elements to a business context.</p> <p>Knowledge and understanding of how the elements work</p>	<p>Exam technique – how to answer 2,3,6, and 9 and 12 mark questions</p> <p>1.5 To evaluate which stakeholder has most impact on a business</p>	<p>1.5 How technology influences business activity in terms of: sales, costs marketing mix. How and why legislation protects consumers and employees</p>



Curriculum Map

<p>their impact on business success</p> <p>1.2 Identifying and understanding customer needs Analyse and evaluate the importance of businesses identifying and understanding their customer needs To explain the purpose of market research to a business To identify and explain different types of market research and the importance of validity The role of social media in collecting market research data. The importance of the reliability of market research data. Apply market segmentation techniques to a business context. Analyse market through the use of market mapping</p>	<p>Calculate: revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety.</p> <p>Interpret a breakeven diagram:</p>	<p>credit) long-term sources (personal savings, venture capital, share capital, loans, retained profit and crowd funding).</p> <p>1.4 Understand of liability for different types of ownership and its implications</p> <p>Identifying and understanding the advantages and disadvantages of business ownership types Inc. sole trader, private limited company and franchises</p> <p>To identify and explain Factors influencing business location</p>	<p>together and are influences by;</p> <p>The competitive Environment Changing consumer needs The impact of technology</p> <p>The role and importance of a business plan: to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</p> <p>The purpose of planning business activity: the role and importance of a business plan in minimising risk and obtaining finance.</p>		<p>How to interpret graphs showing unemployment or growth To calculate the price of a good in another currency To calculate the impact of an interest rate change</p> <p>Evaluate the significance of external influences on a business</p>
<p>The factors identified below have been referred to throughout the course: Developing knowledge and Understanding of answering different exam questions of varying marks. Focus on assessment objectives</p> <ul style="list-style-type: none"> • AO1 Demonstrate knowledge and understanding of business concepts and issues • AO2 Apply knowledge and understanding of business concepts and issues to a variety of contexts • AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions <p>How do you answer a question with the following command word? Define Give State Identify Calculate Complete Outline Explain Discuss Analyse Justify Evaluate</p>					



Curriculum Map

<p>Key Questions</p>	<p>1.1 How do new business ideas come about? What is the impact of risk and reward on business activity? What is the role of business enterprise and the purpose of business activity? What is an entrepreneur? 1.2 What are the four customer needs? How important is it for businesses to identify and understand their customers? Why do businesses carry out market research? Identify examples of primary and secondary research What is the difference between quantitative and qualitative research? What is market segmentation? How and why do businesses use market segmentation? What is a market map and how can it be used by businesses?</p>	<p>1.2 How can businesses use a SWOT analysis to analyse the competitive environment? 1.3 What is the purpose of business aims and objectives? What are financial aims? What are non-financial aims and objectives? Why do aims and objectives differ between businesses? Distinguish between fixed and variable costs Why is breakeven an important concept for business?</p>	<p>1.3 Why is cash important to a business? What is the difference between cash and profit? Calculation and interpretation of cash-flow forecasts Name long term and short-term sources of finance 1.4 What is the difference between limited and unlimited liability? What are the three types of business ownership for a start-up? What are the advantages and disadvantages of each form of business ownership? What factors influence business location?</p>	<p>1.4 What are the four elements of the marketing mix? How do the elements of the marketing mix work together? How do the following elements influence the marketing mix? <ul style="list-style-type: none"> • The competitive Environment • Changing consumer needs • The impact of technology What is a business plan? What is the purpose of a business plan? What elements are part of a business plan? The role and importance of a business plan:</p>	<p>Who business stakeholders are and their different objectives: <ul style="list-style-type: none"> • shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses: <ul style="list-style-type: none"> • how stakeholders are affected by business activity • how stakeholders impact business activity • possible conflicts between stakeholder groups. </p>	<p>Which types of technology are used by business? How does technology influence business activity? What is the purpose of consumer legislation? What is the purpose of employment laws? How are businesses impacted if they don't meet legal obligations? How are businesses impacted by the economic climate eg: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. How do businesses respond to changes in: technology, legislation, the economic climate.</p>
<p>Assessment</p>	<p>Exam practice questions, End of 1.1 topic assessment Exam practice questions,</p>	<p>End of 1.2 topic assessment</p>	<p>Exam practice questions, End of 1.3 topic assessment</p>	<p>Exam practice questions, End of 1.4 topic assessment</p>	<p>Y10 Trial Exams Exam practice questions,</p>	<p>Exam papers complete in class End of 1.5 topic assessment</p>



Curriculum Map

<p>Literacy/ Numeracy/ SMSC/ Character</p>	<p>Literacy: Reading of case studies, research as well as group and class discussion.</p> <p>Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.</p> <p>SMSC</p> <p>Spiritual development: students explore discrimination in the workplace and are encouraged to explore these concepts and challenge the actions that businesses do take or should take. Enabling students to develop empathy and allow them to take into consideration other people aims, values, principles and beliefs</p> <p>Moral development: Students evaluate, comment upon and discuss various moral issues relating to business practices. Students consider the political, social, environmental and technological issues arising from a business decision.</p> <p>Social development: Development of team working skills through collaborative work and research</p> <p>Cultural development: Students look at the changes in society and how they can affect businesses.</p> <p>Character: case studies will look at entrepreneurs that have demonstrated various characteristics including confidence, resilience, aspiration, Initiative. Students will also have the opportunity to develop these through an enterprise activity. Students will also demonstrate these personally throughout the course when studying different concepts.</p>
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