



# Curriculum Map

Subject: Y10 Business Studies

Year group: Year 10

	Autumn		Spring		Summer	
	Teacher 1/H-T1	Teacher 2/H-T 2	Teacher 1/HT1	Teacher 2/HT2	Teacher 1/HT1	Teacher 2/HT2
<b>Content</b> <i>Declarative Knowledge – 'Know What'</i>	<b>Topic 1.1 Enterprise and entrepreneurship</b> 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise  Revision lesson on 1.1 Assessment  <b>Topic 1.2 Spotting a business opportunity</b> 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment  Revision lesson on 1.2: Assessment	<b>Topic 1.3 Putting a business idea into practice</b> 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  Revision lesson on 1.3: Assessment	<b>Topic 1.4 Making the business effective</b> 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  Revision lesson on 1.4 Assessment  <i>Revision lessons on Theme 1</i>	<b>Topic 1.5 Understanding external influences on business</b> 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business  <i>Revise Theme 1 for trial exam</i>	<b>Revision of topics within theme 1, Year 10 trial exams and feedback from exams</b>  1.5.4 The economy and business  <b>2.1 Growing the Business</b> 2.1.1 Business growth	<b>Revision of topics within theme 1, Year 10 trial exams and feedback from exams</b>  1.5.5 External influences  <b>2.1 Growing the Business</b> 2.1.2 Changes in business aims and objectives
<b>Skills</b> <i>Procedural Knowledge – 'Know How'</i>	<b>1.1</b> - 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 their impact on business success	<b>1.3</b> - Analyse reasons for differing aims between businesses - Calculate: revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety. - Interpret a breakeven diagram	<b>1.4</b> - Understand of liability for different types of ownership and its implications - Identifying and understanding the advantages and disadvantages of business ownership types Inc. sole trader, private limited company and franchises	<b>1.5</b> - To evaluate which stakeholder has most impact on a business - How technology influences business activity in terms of: sales, costs marketing mix. - How and why legislation protects consumers and employees	<b>1.5</b> - To calculate the price of a good in another currency - To calculate the impact of an interest rate change - How to interpret graphs showing unemployment or growth	<b>1.5</b> Evaluate the significance of external influences on a business <b>2.1.2</b> - Identify the causes of changes in aims and objectives - Analyse and evaluate the impact of globalisation



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	<p><b>1.2</b></p> <ul style="list-style-type: none"> <li>- Identifying and understanding customer needs</li> <li>- Analyse and evaluate the importance of businesses identifying and understanding their customer needs</li> <li>- To explain the purpose of market research to a business</li> <li>- To identify and explain different types of market research and the importance of validity</li> <li>- The role of social media in collecting market research data.</li> <li>- The importance of the reliability of market research data.</li> <li>- Apply market segmentation techniques to a business context.</li> <li>- Analyse the competitive environment using a SWOT analysis</li> <li>- Analyse market through the use of market mapping</li> </ul>	<ul style="list-style-type: none"> <li>- Make calculations to complete cash-flow forecasts: cash inflows, cash outflows, net cash flow, opening and closing balances.</li> <li>- Select the most appropriate source of finance for a business in a given situation: short-term sources (overdraft and trade credit) long-term sources (personal savings, venture capital, share capital, loans, retained profit and crowd funding).</li> </ul>	<ul style="list-style-type: none"> <li>- To identify and explain Factors influencing business location</li> <li>- To identify and explain the elements of the marketing mix.</li> <li>- Apply the marketing mix elements to a business context.</li> <li>- Knowledge and understanding of how the elements work together and are influenced by; The competitive Environment, Changing consumer needs</li> <li>- The impact of technology</li> <li>- 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.</li> <li>- The purpose of planning business activity: the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul>		<p><b>2.1.1</b></p> <ul style="list-style-type: none"> <li>- Identify the difference between internal and external growth</li> <li>- Analyse the benefits and drawbacks of different methods of growth</li> </ul>	<ul style="list-style-type: none"> <li>- Analyse the impact of tariffs and trade blocs</li> <li>- Analyse the use of internet and marketing mix to compete internationally</li> </ul>
	<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"> <li>• <b>AO1</b> Demonstrate knowledge and understanding of business concepts and issues</li> <li>• <b>AO2</b> Apply knowledge and understanding of business concepts and issues to a variety of contexts</li> <li>• <b>AO3</b> Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions</li> </ul>					



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	<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> <p>Exam technique – how to answer 2,3,6, and 9 and 12 mark questions</p>					
<b>Key Questions</b>	<p><b>1.1</b>            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?</p> <p><b>1.2</b>            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?            How can businesses use a SWOT analysis to analyse</p>	<p><b>1.3</b>            What is the purpose of business aims and business?            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?            Why is cash importance 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</p>	<p><b>1.4</b>            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?            What are the four elements of the marketing mix?            How to the elements of the marketing mix work together?            How do the following elements influence the marketing mix?</p> <ul style="list-style-type: none"> <li>• The competitive Environment</li> <li>• Changing consumer needs</li> <li>• The impact of technology</li> </ul> <p>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><b>1.5</b>            Who business stakeholders are and their different Objectives?:</p> <ul style="list-style-type: none"> <li>• shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> <li>• how stakeholders are affected by business activity</li> <li>• how stakeholders impact business activity</li> <li>• possible conflicts between stakeholder groups.</li> </ul> <p>Which types of technology are used by business?            How does technology influence business activity?</p> <p>What is the purpose of consumer legislation?            What is the purpose of employment laws?            How are business impacted if they don't meet legal obligations?</p>	<p><b>1.5</b>            How do businesses respond to changes in: technology, legislation, the economic climate?</p> <p><b>2.1</b>            What is the most appropriate method of growth?            What source of finance should a business use to grow?            What are the benefits and drawbacks of being a public limited company?            What causes aims and objectives for a business to change?            How has globalisation changed business?            How do barriers to trade impact business?            What must a business do to be able to compete internationally?            How does ethics and environmental concerns impact a business?            Should a business choose to be ethical at the expense of profit?</p>	<p><b>1.5</b>            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>



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	the competitive environment?					
<b>Assessment</b>	Exam practice questions End of 1.1 topic assessment  Exam practice questions End of 1.2 topic assessment	Exam practice questions Mini assessment midway through 1.3 End of 1.3 topic assessment	Exam practice questions, End of 1.4 topic assessment	Practice exam papers complete in class, so students understand the format of the trial exam paper  Mini assessment for 1.5	Y10 Trial Exams  Exam practice questions, End of 2.1.1 topic assessment	End of 1.5 topic assessment End of 2.1.2 topic assessment
<b>Literacy/ Numeracy/ SMSC/ Character</b>	<p><b>Literacy:</b> Reading of case studies, research as well as group and class discussion.</p> <p><b>Numeracy:</b> Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.</p> <p><b>SMSC</b></p> <p><b>Spiritual development:</b> 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><b>Moral development:</b> 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><b>Social development:</b> Development of team working skills through collaborative work and research</p> <p><b>Cultural development:</b> Students look at the changes in society and how they can affect businesses.</p> <p><b>Character:</b> 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>					