



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
<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>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>1.2.4 The competitive environment</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>1.3.3 Cash and cash-flow</p> <p>1.3.4 Sources of business finance</p>	<p>Topic 1.5 Understanding external influences on business</p> <p>1.5.1 Business stakeholders</p> <p>1.5.2 Technology and business</p> <p>1.5.3 Legislation and business</p>	<p>Topic 1.4 Making the business effective</p> <p>1.4.1 The options for start-up and small businesses</p> <p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p>	<p>Revision of topics within theme 1, Year 10 trial exams and feedback from exams</p> <p>1.5.4 The economy and business</p> <p>1.5.5 External influences</p>	<p>Revision of topics within theme 1, Year 10 trial exams and feedback from exams</p> <p>2.5 Making human resource decisions</p> <p>2.5.1 Organisational structures</p> <p>2.5.2 Recruitment for a business.</p> <p>2.5.3 Training and Development</p> <p>2.5.4 Motivation</p>
<p>Skills</p> <p><i>Procedural Knowledge – 'Know How'</i></p>	<p>Developing chains of analysis to answer 3 mark questions:</p> <ul style="list-style-type: none"> Point, Explain, Explain Because, leading to, therefore, 	<p>Building analysis up in context – 6 and 9 mark questions</p>	<p>Building analysis up in context – 6 and 9 mark questions</p>	<p>Building analysis up in context – introduce 12 mark questions</p>	<p>Revise structure of 3, 6, 9 and 12 mark questions</p>	<p>Revise/ continue to practice structure of 3, 6, 9 and 12 mark questions</p>
<p>The factors identified below have been referred to throughout the course:</p> <p>Developing knowledge and Understanding of answering different exam questions of varying marks, and different command words: Define Give State Identify Calculate Complete Outline Explain Discuss Analyse Justify Evaluate</p> <p>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>Exam technique – how to answer 2,3,6, and 9 and 12 mark questions</p>						



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<p>Key Questions</p>	<p>1.1 How do new business ideas come about? What is the role of business enterprise and the purpose of business activity?</p> <p>1.2 What are the four customer needs? Why do businesses carry out market research? 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 SWOT analysis to analyse the competitive environment?</p>	<p>1.3 What are the purposes of business aims and business? 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? What is the difference between long term and short-term sources of finance</p>	<p>1.5 Who are a business' stakeholders and what are their different objectives?</p> <p>How does technology influence business activity?</p> <p>What is the purpose of consumer/ employment legislation? How are business impacted if they don't meet legal obligations?</p>	<p>1.4 What is the difference between limited and unlimited liability? What factors influence business location? How to the elements of the marketing mix work together? What influences are there on the marketing mix? What is the purpose of a business plan?</p>	<p>1.5 What is the economic climate and how are businesses impacted by the economic climate? How do businesses respond to changes in: technology, legislation, the economic climate?</p>	<p>2.5 Making human resource decisions</p> <p>What are the differences between a hierarchical and flat organisational structure? What are the different stages of recruitment? What is the best way to train a new employee? Why is it important to motivate staff? What can a business do to motivate staff?</p>
<p>Assessment</p>	<p>Exam practice questions End of 1.1 and 1.2 topic assessment</p>	<p>Exam practice questions Mini assessment midway through 1.3 End of 1.3 topic assessment</p>	<p>Exam practice questions, End of 1.5 mini assessment</p>	<p>Practice exam papers to understand the format of the trial exam paper Assessment for 1.4</p>	<p>Y10 Trial Exams End of 1.5 topic assessment</p>	<p>Trial Exams Exam practice questions, End of 2.5 topic assessment</p>
<p>Literacy/ Numeracy/ SMSC/ Character</p>	<p>Literacy: Reading of case studies, research as well as group and class discussion. Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions. (eg breakeven, profit, revenue, costs, cashflow, interest) 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 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. Social development: Development of team working skills through collaborative work and research Cultural development: Students look at the changes in society and how they can affect businesses. 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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