

Curriculum Content Map

Subject: Business Year 10

Month		Term 1				Term 2				Term 3				
		September	October	November	December	January	February	March	April	May	June	July		
		Topic 1.1		Topic 1.2		Topic 1.3		Topic 1.4		Topic 1.5				
Cultural Transmission	Units of Work	Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.		Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition		Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects		Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.		Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.				
	Specification Area													
	Substantive Knowledge	<p>The dynamic nature of business Why new business ideas come about:</p> <ul style="list-style-type: none"> changes in technology changes in what consumers want products and services becoming obsolete. <p>How new business ideas come about:</p> <ul style="list-style-type: none"> original ideas adapting existing products/services/ideas. <p>Risk and reward The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> risk: business failure, financial loss, lack of security reward: business success, profit, independence. <p>The role of business enterprise The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> to produce goods or services to meet customer needs <ul style="list-style-type: none"> to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: <ul style="list-style-type: none"> an entrepreneur: organises resources, makes business decisions, takes risks. cash inflows, cash outflows, net cash flow, opening and closing balances. <p>Sources of business finance Sources of finance for a start-up or established small business: short-term sources:</p> <ul style="list-style-type: none"> overdraft and trade credit <ul style="list-style-type: none"> long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding. <p>Business revenues, costs and profits The concept and calculation of:</p> <ul style="list-style-type: none"> revenue fixed and variable costs, total costs profit and loss interest <ul style="list-style-type: none"> break even level of output, margin of safety. <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> the impact of changes in revenue and costs break even level of output 										<p>Business stakeholders Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> how stakeholders are affected by business activity how stakeholders impact business activity possible conflicts between stakeholder groups. <p>Technology and business Different types of technology used by business:</p> <ul style="list-style-type: none"> e-commerce social media digital communication payment systems. <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> sales costs marketing mix. <p>Legislation and business The purpose of legislation:</p> <ul style="list-style-type: none"> principles of consumer law: quality and consumer rights principles of employment law: recruitment, pay, discrimination and health and safety. <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> cost consequences of meeting and not meeting these obligations. <p>The economy and business The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. <p>External influences The importance of external influences on business:</p> <ul style="list-style-type: none"> possible responses by the business to changes in: technology, legislation, the economic climate. 		
	Disciplinary Knowledge	The How!	Application of theory into new business contexts		Application of theory into new business contexts		Application of theory into new business contexts		Application of theory into new business contexts		Application of theory into new business contexts			
	Sequencing (Flow)	Retrieval & Extension	Retrieval No previous links Extension This is further developed in A level Business		Retrieval No previous links Extension This is further developed in Theme 2		Retrieval No previous links Extension This is further developed in Theme 2		Retrieval No previous links Extension This is further developed in Theme 2		Retrieval No previous links Extension This is further developed in A level Business			
	Summative Assessment		3 mark short answer questions	3 mark short answer questions	3 & 6 mark short answer questions	3 & 6 mark short answer questions	3 & 6 mark short answer questions	3 & 6 mark short answer questions 9 mark essays	3 & 6 mark short answer questions 9 mark essays	3 & 6 mark short answer questions 9 mark essays	3 & 6 mark short answer questions 9 mark essays 12 mark essays	3 & 6 mark short answer questions 9 mark essays 12 mark essays	3 & 6 mark short answer questions 9 mark essays 12 mark essays	
Personal Empowerment	Virtue	Friendliness & Civility	Justice & Truthfulness	Courage	Generosity	Gratitude	Good Speech	Good Temper & Humour	Self-Mastery	Self-Mastery	Compassion	Good Sense		
	Link to Virtue	The opportunity to reflect, think deeply and critically about an issue. Friendliness and civility are virtues need by an entrepreneur	Entrepreneurs need to display truthfulness when starting a business	Entrepreneurs need to show courage when starting a new business	Generosity often needs to be shown for questionnaires to be completed	Gratitude is needed if there are business concerns	Students will have the opportunity to demonstrate good speech whilst doing presentations	Students will look at how they must show good temper when things do not go their way.	Self-mastery when looking at exam papers to access the higher level marks	Self-mastery when looking at exam papers to access the higher level marks	Students will show compassion for those who are struggling with work and will help them	Students will show good sense by making sensible business decisions		
Preparation for Work	Skill	Listening	Leadership	Problem-Solving	Creativity	Staying Positive	Speaking	Staying Positive	Aiming High	Aiming High	Speaking	Teamwork		
	Link to Skill	Students will have to listen carefully to instructions	Students will have to show leadership when working with others	Problem solving when trying to deal with market research	Creative solutions to marketing problems	Staying positive when objectives are not being met	Students will have the opportunity to demonstrate speaking / oracy whilst doing presentations	Staying positive as we start end of year exam preparation	Aiming high with exam papers	Aiming high with exam papers	Students will have the opportunity to demonstrate speaking / oracy whilst doing presentations	Students will work together to produce presentations		
Preparation for Citizenship	SMSC & British Values													
	Link to SMSC & British Values	Developing opinions on current issues Respect and tolerance of different cultures		Rule or law with marketing decisions		Rule of law with regards to putting ideas into practice		Rule of law and following them		Respect and tolerance for others in relation to external influences				