

Curriculum Content Map													Subject: Business Year 10																																																																							
		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																																		
		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.																																		
Cultural Transmission	Units of Work																																																																																			
	Section/Content Area																																																																																			
	Substantive knowledge	<p>The dynamic nature of business Why new business ideas come about:</p> <ul style="list-style-type: none"> <li>changes in technology</li> <li>changes in what consumers want</li> <li>products and services becoming obsolete.</li> </ul> <p>How new business ideas come about:</p> <ul style="list-style-type: none"> <li>original ideas</li> <li>adapting existing products/services/ideas.</li> </ul> <p>Risk and reward The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> <li>risk: business failure, financial loss, lack of security</li> <li>reward: business success, profit, independence.</li> </ul> <p>The role of business enterprise The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> <li>to produce goods or services</li> <li>to meet customer needs</li> <li>to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship:</li> <li>an entrepreneur: organises resources, makes business decisions, takes risks.</li> </ul>												<p>Customer needs Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>what customer needs are: price, quality, choice, convenience</li> <li>the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> <p>Market research The purpose of market research:</p> <ul style="list-style-type: none"> <li>to identify and understand customer needs</li> <li>to identify gaps in the market</li> <li>to reduce risk</li> <li>to inform business decisions. Methods of market research:</li> <li>primary research: survey, questionnaire, focus group, observation</li> <li>secondary research: internet, market reports, government reports. The use of data in market research:</li> <li>qualitative and quantitative data</li> <li>the role of social media in collecting market research data</li> <li>the importance of the reliability of market research data.</li> </ul> <p>Market segmentation How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> <li>identifying market segments: location, demographics, lifestyle, income, age</li> <li>market mapping to identify a gap in the market and the competition. The competitive environment Understanding the competitive environment:</li> <li>strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>the impact of competition on business decision making</li> </ul> <p>There was gap filling in Dec 2023 which focused on: MR, SWOT, non-financial aims, data types and cash in a business,</p>												<p>Business aims and objectives What business aims and business objectives are:</p> <ul style="list-style-type: none"> <li>financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses.</li> </ul> <p>Business revenues, costs and profits The concept and calculation of:</p> <ul style="list-style-type: none"> <li>revenue</li> <li>fixed and variable costs, total costs</li> <li>profit and loss</li> <li>interest</li> <li>break even level of output, margin of safety.</li> </ul> <p>Interpretation of break even diagrams:</p> <ul style="list-style-type: none"> <li>the impact of changes in revenue and costs</li> <li>break even level of output</li> <li>margin of safety, profit and loss.</li> </ul> <p>Cash and cash-flow The importance of cash to a business:</p> <ul style="list-style-type: none"> <li>to pay suppliers, overheads and employees</li> <li>to prevent business failure (insolvency)</li> <li>the difference between cash and profit: Calculation and interpretation of cash-flow forecasts:</li> <li>cash inflows, cash outflows, net cash flow, opening and closing balances.</li> </ul> <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"> <li>overdraft and trade credit</li> <li>long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</li> </ul>												<p>The options for start-up and small businesses The concept of limited liability:</p> <ul style="list-style-type: none"> <li>limited and unlimited liability</li> <li>the implications for the business owner(s) of limited and unlimited liability.</li> </ul> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> <li>sole trader, partnership, private limited company</li> <li>the advantages and disadvantages of each type of business ownership.</li> </ul> <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> <li>the advantages and disadvantages of franchising.</li> </ul> <p>Business location Factors influencing business location:</p> <ul style="list-style-type: none"> <li>proximity to: market, labour, materials and competitors</li> <li>nature of the business activity</li> <li>the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul> <p>The marketing mix What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> <li>price, product, promotion, place. How the elements of the marketing mix work together:</li> <li>balancing the marketing mix based on the competitive environment</li> <li>the impact of changing consumer needs on the marketing mix</li> <li>the impact of technology on the marketing mix: e-commerce, digital communications.</li> </ul> <p>Business plans The role and importance of a business plan:</p> <ul style="list-style-type: none"> <li>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. The purpose of planning business activity</li> <li>the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul>												<p>Business stakeholders 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>Technology and business Different types of technology used by business:</p> <ul style="list-style-type: none"> <li>e-commerce</li> <li>social media</li> <li>digital communication</li> <li>payment systems.</li> </ul> <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> <li>sales</li> <li>costs</li> <li>marketing mix.</li> </ul> <p>Legislation and business The purpose of legislation:</p> <ul style="list-style-type: none"> <li>principles of consumer law: quality and consumer rights</li> <li>principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>cost</li> <li>consequences of meeting and not complying with meeting these obligations.</li> </ul> <p>The economy and business The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> <li>unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.</li> </ul> <p>External influences The importance of external influences on business:</p> <ul style="list-style-type: none"> <li>possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul>																																		
	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 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											
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 articulate their views.		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		Problems 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	SMBC & British Values																																																																																			
	Link to SMBC & British Values	Developing opinions on current issues												Rule of 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																																		