

Group Year 10 GCSE Business. Theme 1 Investigating Small Business Curriculum Map

Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics/sub-topics	1.1 Enterprise and entrepreneurship	1.2 Spotting a business opportunity	1.3 Putting a business idea into practice	1.4 Making the business effective	1.5 Understanding external influences on business	Practical research project, Revision and Exams
Purpose	Students are introduced to the nature and purpose of small business and the risks involved. Characteristics of entrepreneurs are investigated, and the nature of enterprise is demonstrated through practical activities, giving students a broad picture of the nature of commercial activity.	Students move on to investigate different functions of business, with an initial emphasis on the need for the firm to market its products. Market research is investigated and undertaken, giving students the opportunity to develop some analytical and numeric skills.	Student move on to look at the practicalities of finance and financial monitoring, emphasising that entrepreneurial ideas and strategic aims must be back by accurate and up-to-date operational systems.	Further investigation of operational areas is carried out. The concept of risk is re-visited and reinforced by looking at ways of reducing risk e.g. limited liability companies.	Finally, students progress from internal considerations to investigating external factors which can cause firms to change strategy. More complex concepts are introduced here such as the role the economic cycle plays in affecting business activity and strategy.	To consolidate all learning in preparation for the end of year exams.

<p>Crucial Learning Content</p>	<p>a) Why do new business ideas come about? b) How can new business ideas come about? c) Why might a product become obsolete? d) What risks do entrepreneurs take when setting up a new business? e) What rewards can entrepreneurs receive when their business is successful?</p>	<p>a) What are the 4 customer needs? b) Why is it important to understand customer needs? c) What businesses meet customer needs well? d) What is the role of market research? e) What methods of primary and secondary market research might a business use? f) What is market segmentation? g) How might a business segment their market? h) How will competition affect a business and the market? i) Are competitors helpful or harmful to businesses?</p>	<p>a) What is the difference between an aim and an objective? b) Give examples of financial and non financial aims that a business might set. c) What is revenue? d) What is the difference between cash and profit? e) How can a business increase their profits? f) How can a business lower their break even point? g) How can a cash flow forecast help a business? h) What sources of finance might a business use to grow? i) Why does a business need to use a source of finance? j) What is the best source of finance available to</p>	<p>a) What is the difference between a sole trader and partnership? b) What is a private limited company? c) What is the stock exchange? d) Why might a business change from being a private limited company to a public limited company? e) What is a franchise? f) Why might a business choose to grow through setting up franchises? g) What factors affect a business's choice of location? h) What are the 4 elements in the marketing mix? i) Which element in the marketing mix is the most important? j) How can a business plan help a business?</p>	<p>a) What is a stakeholder and who are the key stakeholders affecting businesses? b) What types of technology might be used by businesses? c) What is the difference between consumer law and employment law? d) How can legislation affect businesses positively and negatively? e) How might the economy affect businesses? f) How will the exchange rate affect imports and exports? g) How will changes in interest rates affect spending and saving?</p>	<p>To revise all content and recap all key terms covered in theme 1.</p>
<p>Sequence</p>	<p>Prior Learning To understand the terms 'business', 'risk' and 'reward.'</p>	<p>Prior learning To understand that businesses face competition and</p>	<p>Prior Learning To be able to use formulae to complete equations and be</p>	<p>Prior Learning To be able to think about factors that would affect where a</p>	<p>Prior Learning To be able to identify how technology has affected the goods</p>	

	To understand and have experience with buying goods and services.	more competition in a market leads to better goods and services, and lower prices.	able to confidently add, subtract, multiply and divide to reach answers.	business decides to locate, such as a fish and chip shop would be better suited to the seaside than in the middle of a city centre, and a supermarket would be better situated in a local town than on a remote motorway.	and services that customers have available to them, and to understand what the economy is in terms of how it affects confidence in the economy.	
	Future Learning Students should be able to identify the role of a business in various contexts.	Future Learning Students should complete written assessment questions about the impact of competition to a business and the role market research can play in promoting the success of a business.	Future Learning Students should be able to analyse and evaluate various sources of finance available to a business depending on their need.	Future Learning Students should be able to analyse and evaluate the choice of location for a particular business and compare forms of ownership suitable for a particular business idea.	Future Learning Students should complete written exam answers about the impact external influences will have on a business, both positively and negatively.	
Skills Acquired	Analysis and evaluation in context	Analysis and evaluation in context Development of investigative skills via case studies and actual primary and secondary research.	Analysis and evaluation in context. Numeracy skills	Analysis and evaluation in context	Analysis and evaluation in context. Examination technique	
End Point	To develop both a theoretical and practical understanding of enterprise and entrepreneurship. To recognise the degree of risk and	To be able to analyse markets in terms of classifying consumer characteristics, how consumers can be reached and targeted, and what strategies can be	To be able to analyse business aims and objectives, and how they change over time and with business context. To understand and be able to calculate:	To understand concept of limited liability and how this underpins the spread and reduction of risk for business owners. To develop an understanding of	To learn and understand that businesses operate in markets with several external factors which affect their operation, and forces them to develop	To consolidate learning in context and practice examination technique.

	reward in business, and how risk can be coped with	developed to cope with competition.	Business revenues, costs and profits. Cash and cash-flow	how businesses can market themselves and plan for change.	strategy to cope with change.	
Assessment	Regular low stakes tests used as starters to each lesson, CAT assessments based on exam material that has been used and marked using regulated mark schemes, GCSE Pod and showbie independent resources available to students to work independently, homeworks based on exam questions set every two weeks and marked by teachers. Mock exams based on past papers with revision beforehand centred around mastering key exam skills..					
KS4 Behaviour for Excellence	In KS4 business, you develop a deeper understanding of how businesses function, looking from a small business and large business perspective. You do this through comparing, analysing and evaluating different strategies that businesses use to achieve their aims and objectives. You will understand the reasons behind certain actions that a business takes, and be able to have the confidence to make a judgement on the effectiveness of that strategy, and potentially suggest alternative approaches. You are able to develop your confidence and ability to grapple with complex business case studies and material, identifying and defining key subject specific terminology. You are able to work with all students in the class and motivate and help each other to achieve predicted grades. You regularly work towards deadlines, knowing how to manage time effectively to reach intended, positive outcomes. You conduct your own learning outside of the classroom to stretch and develop your understanding further. You are able to offer feedback to give all students opportunities to improve their work and grow as business practitioners. You also learn how to receive the constructive feedback and apply this to better your own work.					