

Year 10 ~ Curriculum Map for GCSE Business

What are the intended aims for this year's curriculum? The aims and objectives of this qualification are to enable students to:

- know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society
- apply knowledge and understanding to contemporary business issues and to different types and sizes of businesses in local, national and global contexts
- develop as enterprising individuals with the ability to think commercially and creatively to demonstrate business acumen, and draw on evidence to make informed business decisions and solve business problems
- develop as effective and independent students, and as critical and reflective thinkers with enquiring minds
- use an enquiring, critical approach to make informed judgements
- investigate and analyse real business opportunities and issues to construct well-argued, well-evidenced, balanced and structured arguments, demonstrating their depth and breadth of understanding of business
- develop and apply quantitative skills relevant to business, including using and interpreting data.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Investigating Small Businesses 1.1 Enterprise and Entrepreneurship	Investigating Small Businesses 1.2 Spotting a Business Opportunity	Investigating Small Businesses 1.3 Putting Business Ideas into Practice	Investigating Small Businesses 1.4 making the business effective	Investigating Small Businesses 1.5 understanding external influences	Building a Business 2.1 Growing the business 2.2 Making marketing decisions
	Aim of A&R	Aim of A&R	Aim of A&R	Aim of A&R	Aim of A&R	Aim of EoY exam
'Big idea(s)' / fundamental concepts	The dynamic nature of business Risk & Reward The role of business enterprise	Market Research, Market Segmentation & The Competitive Environment	Putting a business idea into practice Cash & Cash Flow Sources of finance	Making the business effective	Understanding external influences	Growing the business Making marketing decisions
Knowledge to be learnt	<i>Why new business ideas come about? How new business ideas come about. Opportunity for assessment Relationship between risk and reward, Opportunity for assessment The purpose of business activity, the role of entrepreneurship</i>	What are customer needs how are they identified and understood? Why is it important? Market Research Purpose & Methods. Market segmentation. Market mapping. Understanding the competitive environment, strengths & weaknesses. SWOT analysis, impact on decision making Different business aims Finances - revenue & costs	Profit, loss and interest, the impact of changes in costs and revenue Break-even and margin of safety Cash and cashflow calculations creating and interpreting cashflow forecast short term & long-term sources of finance concept of liability & Business ownership	Business ownership continued Business Location The Marketing mix, How the elements of the marketing mix work together Business Plans	Stakeholders Technology in business Legislation in business The economy and business The economy and business	Business growth Changes in business aims and objectives, Introduce globalisation Business Ethics Product Price Promotion
Key vocabulary	Enterprise Entrepreneur Consumer E-commerce M-commerce Social Media Payment platforms Marketplace Demographic Risk Reward	Convenience Viable Market research Focus group Target market Sample Generation Y Biased Ethics Data Chamber of Commerce	Market share Profit Income stream Viable Income statement Stakeholder Break-even point Credit Overheads Insolvent Consumables	Limited liability Assets Incorporated Unlimited liability Unincorporated Sole trader Partnership Private limited company Shareholders Franchise Public limited company	Stock exchange Profit Payment terms Ethics Conflict Real-time Cookies Legislation Comply Minimum wage Levy	Research & development Innovation Merger Takeover Interest Dividends Retrenchment A comprehensive list of key terms can be found here: O:\Student Share\Business\GCSE BUSINESS - GLOSSARY OF KEY TERMS
The role of reading and comprehension	<i>Students must be able to read at a high level as it will be their responsibility to ensure their written response is well written with structured sentences and correct spelling & grammar.</i>	<i>Students must be able to read at a high level as it will be their responsibility to ensure their written response is well written with structured sentences and correct spelling & grammar.</i>	<i>Students must be able to read at a high level as it will be their responsibility to ensure their written response is well written with structured sentences and correct spelling & grammar.</i>	<i>Students must be able to read at a high level as it will be their responsibility to ensure their written response is well written with structured sentences and correct spelling & grammar.</i>	<i>Students must be able to read at a high level as it will be their responsibility to ensure their written response is well written with structured sentences and correct spelling & grammar.</i>	<i>Students must be able to read at a high level as it will be their responsibility to ensure their coursework is well written with structured sentences and correct spelling & grammar.</i>
The role of independent extended writing	<i>Taking notes, completing long exam answers</i>	<i>Taking notes, completing long exam answers</i>	<i>Taking notes, completing long exam answers</i>	<i>Taking notes, completing long exam answers</i>	<i>Taking notes, completing long exam answers</i>	<i>Creating a business pitch</i>
The role of maths/ numeracy	<i>Use of formulae to calculate key concepts. Simple + - / *.</i>	<i>Use of formulae to calculate key concepts. Simple + - / *.</i>	<i>Use of formulae to calculate key concepts. Simple + - / *.</i>	<i>Use of formulae to calculate key concepts. Simple + - / *.</i>	<i>Use of formulae to calculate key concepts. Simple + - / *.</i>	<i>Calculating costs + - x ÷</i>
Links to careers/ aspirations	<i>Becoming an Entrepreneur Working in small businesses</i>	<i>Market research</i>	<i>Business analyst Finance accounting</i>	<i>Marketing Self-employment</i>	<i>Market analyst Investor</i>	<i>Marketing International business</i>
Core skills	To be able to: create a well-structured exam answer. To make accurate and concise notes	To be able to: create a well-structured exam answer. To make accurate and concise notes.	To be able to: create a well-structured exam answer. To make accurate and concise notes. Make basic calculations	To be able to: create a well-structured exam answer. To make accurate and concise notes	To be able to: create a well-structured exam answer. To make accurate and concise notes	To be able to: create a well-structured exam answer. To make accurate and concise notes
Dept. enrichment activities	Wednesday after school club: catch-up and revision sessions.	Wednesday after school club: catch-up and revision sessions.	Wednesday after school club: catch-up and revision sessions.	Wednesday after school club: catch-up and revision sessions.	Wednesday after school club: catch-up and revision sessions.	Wednesday after school club: catch-up and revision sessions.
Home learning opportunities	Use small enterprises, look at the business and decide what its aims are.	Use small enterprises, look at the entrepreneurs, What are they like? How do they find out what customers want? Who are their customers? How do you know?	Look at company reports. Identify where they have been successful and where they have not been. Calculate ratio's & BEP using suitable information.	Look at the different strengths and weaknesses of a local business. What could improve their success? What could be a threat to their success? Consider their marketing successes.	Use BBC business to keep track of changes in the market.	Encourage public speaking, look at different ways to present to a group. Attempt confidence building exercises.