

Year 10 Subject Curriculum Overview by Term

Subject: Business Studies		Subject Leader: J Males	Year Group: 10	AUTUMN TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
1. Market Dynamic nature of business 2. Risk and reward 3. Role of business enterprise 4. Customer needs 5. Market research 6. Market segmentation 7. Competitive environment	1.1 Why new business ideas come about 1.2 How new business ideas come about – social media 2.1 The impact of risk and reward on business activity 2.2 Concept of calculated risk 2.3 The role of business enterprise and the purpose of business activity 3.1 The role of entrepreneurship and what makes a successful entrepreneur 3.2 Adding value to products and services 4.1 Identifying and understanding customer needs (4 factors) 4.2 The purpose of market research 5.1 Methods of market research 5.2 The use of qualitative and quantitative data in market research 6.1 How businesses use market segmentation to target customers 6.2 Benefits of market segmentation 7.1 Understanding the competitive environment 7.2 Concept of SWOT analysis and application to case study		Market segmentation Segment Demographic Occupation Consumer Customer Characteristics Product Service Customer retention Market research Primary market research Secondary market research Qualitative Quantitative Data Pie chart Bar chart Data analysis USP External factors Political factors Social factors Economic factors Technological factors SWOT analysis	Students will be assessed formatively through the completion of recall homework tasks along with a formal end of half term assessment completed under exam conditions. The assessment will largely be multiple choice and short answer questions.

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Subject: Business Studies		Subject Leader: J Males	Year Group: 10	SPRING TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
1. Aims and objectives	1.1 What business aims and business objectives are		Objectives	The assessment will largely be multiple choice and short answer questions.
2. Revenue, costs and profit	1.2 Business aims and objectives when starting up		Fixed costs	
	1.3 Why aims and objectives differ between businesses		Variable costs	
3. Cash and cashflow			Total costs	
	2.1 Concept and calculation of revenue		Sales revenue	
4. Sources of finance	2.2 Concept and calculation of costs		Selling price	
	2.3 Concept and calculation of profit and loss		Break-even	
5. Start-up options	2.4 Concept and calculation of interest		Margin of safety	
	2.5 Concept and calculation of break-even		Profit	
6. Business location	2.6 Concept and calculation of margin of safety		Loss	
	2.7 Interpretation of break-even diagrams		Cash	
7. Marketing mix	3.1 The importance of cash to a business		Cashflow	
8. Business plans	3.2 Calculation and interpretation of cash-flow forecasts		Capital	
			Crowdfunding	
	4.1 Sources of finance for a start-up or established small business		Loans	
			Interest	
	5.1 The concept of limited liability		Small business grants	
	5.2 The types of business ownership for start-ups		Business angels	
	5.3 The option of starting up and running a franchise operation		Savings	
			Sole trader	
	6.1 Factors influencing business location		Partnership	
			Franchise	
	7.1 What the marketing mix is and the importance of each element		Limited liability	
	7.2 How the elements of the marketing mix work together		Unlimited liability	
			Business Plans	
	8.1 The role and importance of a business plan		Marketing	
	8.2 The purpose of planning business activity		Financial forecast	

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Subject: Business Studies		Subject Leader: J Males	Year Group: 10	SUMMER TERM
Topic	Key Learning Points		Key Vocabulary	Assessments
1. Business stakeholders 2. Technology and business 3. Legislation and business 4. Economy and business 5. External influences	1.1 Who business stakeholders are and their different objectives 1.2 Stakeholders and businesses 2.1 Different types of technology used by business 2.2 How technology influences business activity 3.1 The purpose of legislation 3.2 The impact of legislation on businesses 4.1 The impact of the economic climate on businesses 5.1 PESTLE analysis and its uses 5.2 The importance of external influences on business		Stakeholder Shareholders Internal External Objectives Legislation Economic GDP Interest rates Exchange rates Financial viability Risk External factors Political Economic Social Technological Legal Environmental Contingency	Students will complete a formal end of year 10 exam based largely on knowledge recall with some longer application questions.
How parents can support learning in the subject this academic year				
Parents and guardians can support students to watch the news and discuss relevant topics surrounding politics, the economy and any high-profile business cases. They can also promote the use of online revision tools such as BBC Bitesize, Seneca and GCSEPod. All students have their own to supplement their learning outside of lessons. Finally, students will benefit massively from being encouraged to submit all homework in a timely manner and to complete it to the best of their ability.				

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Recommended Reading

- Keeping up to date with the news is also very helpful. <https://www.bbc.co.uk/news> , <https://www.theguardian.com/uk/business>
- Market research - <https://www.bbc.co.uk/bitesize/guides/z6y9rj6/revision/1>
- The UK economy - <https://www.bbc.co.uk/bitesize/guides/z332sg8/revision/1>
- Inflation - <https://www.oxnotes.com/gcse-economics.html>
- REVISE Pearson Edexcel GCSE (9-1) Business Revision Guide - ISBN: 9781292190716

Additional wider reading

- The Big Startup Guidebooks for Kids, Nephi Zufelt, 2019. This book guides teens through the essential stages for starting up a business.
- Mo's Bows: A Young Person's Guide to Start-Up Success, Moziah Bridges, 2019. The journey Moziah Bridges took to be a seventeen-year-old successful entrepreneur.
- How to Turn \$100 into \$1,000,000, James McKenna and Jeannine Glista, 2016. An introduction into making money, saving money and growing money. A useful tool for becoming financially savvy.

Points to note

Year 10 will start the EdExcel GC SE 9-1 in Business Studies. There are 2 themes – theme 1 in year 10 and theme 2 in year 11. This will be assessed through a combination of two external exams in year 11.

Specification - <https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/gcse-business-spec-2017.pdf>