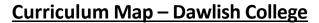
<u>Curriculum Map – Dawlish College</u>



Subject: Y10 Business Studies Year group: Year 10

	Autumn		Spring		Summer	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Declarative Knowledge — 'Know What'	1.1 Enterprise and Entrepreneurship 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise Revision lesson on 1.1 Assessment of 1.1 1.2 Spotting a Business Opportunity 1.2.1 Customer needs 1.2.2 Market research	1.2.3 Market segmentation 1.2.4 The competitive environment Revision lesson on 1.2: Assessment of 1.2 1.3 Putting a Business Idea into Practice 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits	1.3.3 Cash and cash-flow 1.3.4 Sources of business finance Revision lesson on 1.3 Assessment of 1.3 1.4 Making the business effective 1.4.1 The options for start-up and small businesses 1.4.2 Business location	1.4.3 The marketing mix 1.4.4 Business plans Revision lesson on 1.4 Assessment 1.5 Understanding external influences on business 1.5.1 Business stakeholders 1.5.2 Technology and business	1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External Influences Revision lesson on 1.5 Assessment Revision of topics within theme 1 in preparation for PPE in Su2	Summer 2 Revision/mop-up Year 10 PPE 2.1 Growing the business 2.1.1 Business growth 2.1.2 Changes in business aims and objectives
Skills Sequential Knowledge – 'Know How'	1.1 Enterprise and Entrepreneurship To identify and assess how business ideas come about using examples	1.2 Spotting a Business Opportunity Apply market segmentation techniques to a business context	1.3 Putting a business idea into practice Make calculations to complete cash-flow forecasts: cash inflows, cash outflows, net cash flow, opening and closing	1.4 Making the business effective Identify and explain the elements of the marketing mix Apply the marketing mix	1.5 Understanding External Influences on Business The role of stakeholder and their influence on business activity	Year 10 PPE Revision/exam technique/mop-up of gaps 2.1 Growing the business Identify the difference





Assess the risk and
$rewards\ of\ business$
activity

To identify entrepreneurial characteristics and assess their impact on business success

1.2 Spotting a Business Opportunity

Identifying and understanding customer needs

Analyse and evaluate the importance of businesses identifying and understanding their customer needs

To explain the purpose of market research to a business

To identify and explain different types of market research and the importance of validity

The role of social media in collecting market research data

The importance of the reliability of market research data

Analyse the competitive environment using a SWOT analysis

Analyse market through the use of market mapping

1.3 Putting a Business Idea into Practice

Analyse reasons for differing aims between businesses

Calculate: revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety.

Interpret a breakeven diagram

balances

Select the most appropriate source of finance for a business in a given situation: short-term sources (overdraft and trade credit) long-term sources (personal savings, venture capital, share capital, loans, retained profit and crowd funding).

1.4 Making the business effective

Understand of liability for different types of ownership and its implications

Identifying and understanding the advantages and disadvantages of business ownership types Inc. sole trader, private limited company and franchises

To identify and explain Factors influencing business location elements to a business context

Knowledge and understanding of how the elements work together and are influences by; The competitive Environment, Changing consumer needs

The impact of technology

The role and importance of a business plan: 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: the role and importance of a business plan in minimising risk and obtaining finance.

To evaluate which stakeholder has most impact on a business

Changes in technology and the influence on: production, sales, costs (marketing mix)

How and why legislation protects consumers and employees

How to interpret graphs showing unemployment or growth - of a good in another currency

To calculate the impact of an interest rate change

Evaluate the significance of external influences on a business

between internal and external growth

 Analyse the benefits and drawbacks of different methods of growth

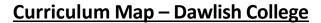
Identify the causes of changes in aims and objectives

Analyse and evaluate the impact of globalisation

Analyse the impact of tariffs and trade blocs

Analyse the use of internet and marketing mix to compete internationally

Analyse and evaluate how ethics, the environment and pressure groups influence business decisions





The factors identified below have been referred to throughout the course:

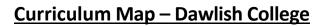
Developing Knowledge and Understanding of answering different exam questions of varying marks.

Focus on assessment objectives

- AO1 Demonstrate knowledge and understanding of business concepts and issues
- AO2 Apply knowledge and understanding of business concepts and issues to a variety of contexts
- AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions

How do you answer a question with the following command word? Define Give State Identify Calculate Complete Outline Explain Discuss Analyse Justify Evaluate

	Exam technique – how to answer 2,3,6, and 9 and 12 mark questions					
Key Questions	1.1 Enterprise and Entrepreneurship	1.2 Spotting a Business Opportunity	1.3 Putting a Business Idea into Practice	1.5 Understanding External Influences on Business	1.5 Understanding External Influences on Business	2.1 Growing the business
	How do new business ideas come about? What is the impact of risk and reward on business activity?	What is market segmentation? How and why do businesses use market segmentation?	Why is cash importance to a business? What is the difference between cash and profit?	Who business stakeholders are and their different objectives Shareholders (owners),	What is the purpose of consumer legislation? What is the purpose of employment laws?	What is the most appropriate method of growth? What source of finance should a business use to grow?
	What is the role of business enterprise and the purpose of business activity?	What is a market map and how can it be used by businesses?	Calculation and interpretation of cashflow forecasts Name long term	employees, customers, managers, suppliers, local community, pressure groups, the	How are business impacted if they don't meet legal obligations? How are businesses	What are the benefits and drawbacks of being a public limited company?
	What is an entrepreneur?	How can businesses us a SWOT analysis to		government	impacted by the economic climate eg:	What causes aims and
	1.2 Spotting a Business Opportunity	analyse the competitive environment?	1.4 Making the business	Stakeholders and businesses: how stakeholders	unemployment, changing levels of consumer income, inflation,	objectives for a business to change?
	What are the four customer needs?	1.3 Putting a Business Idea into Practice	What is the difference between limited and	are affected by business activity	changes in interest rates, government taxation, changes in exchange	How has globalisation changed business?
	How important is it for businesses to identify and understand their	What is the purpose of business aims and business?	unlimited liability?	how stakeholders impact business	rates?	How do barriers to trade impact business?
	customers?	What are financial aims?	What are the three types of business ownership for a start-	activity output possible	How do businesses respond to changes in: technology,	What must a business do to be able to
	Why do businesses	What are non-financial	up?	conflicts	legislation?	compete





carry out market	aims and objectives?	What are the	between	internationally?
research?		advantages and	stakeholder	
	Why do aims and	disadvantages of each	groups.	How does ethics and
Identify examples of	objectives differ	form of business		environmental concerns
primary and secondary	between businesses?	ownership?	Which types of	impact a business?
research			technology are used by	
\A(+-:	Distinguish between	What factors	business?	Should a business
What is the difference	fixed and variable	influence business location?	How do as tash nalogy	choose to be ethical at the
between quantitative and qualitative	costs	location?	How does technology influence business	expense of profit?
research?	Why is breakeven an	What are the four	activity?	expense of profit:
researen:	important concept for	elements of the	detivity:	
	business?	marketing mix?		
	business:			
		How to the elements		
		of the marketing mix		
		work together?		
		How do the following		
		elements influence the		
		marketing mix?		
		The competitive		
		environment		
		Changing consumer		
		needs		
		❖ The impact of		
		technology		
		23311101061		
		What is a business plan?		
		·		
		What is the purpose of a		
		business plan?		
		What elements are part		
		of a business plan?		
		The role and importance		
		of a business plan		



<u>Curriculum Map – Dawlish College</u>

Assessment/	Exam practice questions	Exam practice questions	Exam practice questions	Exam practice questions	Exam practice questions	Y10 PPE
Measure of success	End of 1.1 topic assessment	End of 1.2 topic assessment	End of 1.3 topic assessment	End of 1.4 topic assessment	End of 1.5 topic assessment	Exam practice questions End of 2.1.1 & 2.1.2 topic mini assessment
Addressing gaps, errors, misconceptions	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/ errors /misconceptions Model through exam answers (work back method)	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/ errors /misconceptions Model through exam answers (work back method)	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/errors /misconceptions Model through exam answers (work back method)	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/errors /misconceptions Model through exam answers (work back method)	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/ errors /misconceptions Model through exam answers (work back method)	Address at source (time allowing) Use subsequent Do Now to revisit smaller gaps/ errors /misconceptions Model through exam answers (work back method)
Link to prior learning	 1.1 New subject, no prior learning but within the unit there is links from dynamism to risk and reward 1.2 Reference to the customers & competition within the market (1.1) 	1.3 Aims and objectives link to risk and reward (1.1) and needs and wants (1.2) Financials are new but link to Mathematics curriculum (data, graphical manipulation, calculation)	1.3 New topic but links to Mathematics curriculum (calculations and data handling) 1.4 Links to customers, suppliers, competition (1.1); use of tech in business and research gathering (social media) (1.2) 1.4 Reference to 1.1 (size of market and competition) and 1.2 (segmentation)	1.4 Reference to dynamic nature of business (1.1) 1.4 Reference to financials necessary for an effective business plan (1.3) 1.5 Reference to 1.1 and the nature of the business environment 1.5 Link to competitive environment (1.2) and planning (1.4)	1.5 Reference/link to revenues, costs and profit and sources of business finance (1.3) 1.5 Direct connection to competitive environment (1.2) and location (1.4) 1.5 Reference to the competitive environment (1.2)	2.1 Build on from aims and objectives (1.3), options (1.4) and the economy and external influences (1.5)



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Preparation to later learning	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	Leads to Level 3 study such as Pearson Edexcel A Level Business, Pearson Edexcel A Level Economics, or BTEC Nationals Level 3 in Business	
Literacy/ Numeracy/ SMSC/ Character	Literacy: Reading of case studies, research as well as group and class discussion. Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions. SMSC Spiritual development: students explore discrimination in the workplace and are encouraged to explore these concepts and challenge the actions that businesses do take or should take. Enabling students to develop empathy and allow them to take into consideration other people aims, values, principles and beliefs Moral development: Students evaluate, comment upon and discuss various moral issues relating to business practices. Students consider the political, social, environmental and technological issues arising from a business decision. Social development: Development of team working skills through collaborative work and research Cultural development: Students look at the changes in society and how they can affect businesses. Character: case studies will look at entrepreneurs that have demonstrated various characteristics including confidence, resilience, aspiration, Initiative. Students will also have the opportunity to develop these through an enterprise activity. Students will also demonstrate these personally throughout the course when studying different concepts.						