



Curriculum Map – Dawlish College

Subject: Y10 Business Studies

Year group: Year 10

	Autumn		Spring		Summer	
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content <i>Declarative Knowledge – ‘Know What’</i>	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	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 <i>Sequential Knowledge – ‘Know How’</i>	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



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<p>Assess the risk and rewards of business activity</p> <p>To identify entrepreneurial characteristics and assess their impact on business success</p> <p>1.2 Spotting a Business Opportunity</p> <p>Identifying and understanding customer needs</p> <p>Analyse and evaluate the importance of businesses identifying and understanding their customer needs</p> <p>To explain the purpose of market research to a business</p> <p>To identify and explain different types of market research and the importance of validity</p> <p>The role of social media in collecting market research data</p> <p>The importance of the reliability of market research data</p>	<p>Analyse the competitive environment using a SWOT analysis</p> <p>Analyse market through the use of market mapping</p> <p>1.3 Putting a Business Idea into Practice</p> <p>Analyse reasons for differing aims between businesses</p> <p>Calculate: revenue, fixed and variable costs, total costs, profit and loss, interest, breakeven level of output, margin of safety.</p> <p>Interpret a breakeven diagram</p>	<p>balances</p> <p>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).</p> <p>1.4 Making the business effective</p> <p>Understand of liability for different types of ownership and its implications</p> <p>Identifying and understanding the advantages and disadvantages of business ownership types Inc. sole trader, private limited company and franchises</p> <p>To identify and explain Factors influencing business location</p>	<p>elements to a business context</p> <p>Knowledge and understanding of how the elements work together and are influences by; The competitive Environment, Changing consumer needs</p> <p>The impact of technology</p> <p>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.</p> <p>The purpose of planning business activity: the role and importance of a business plan in minimising risk and obtaining finance.</p>	<p>To evaluate which stakeholder has most impact on a business</p> <p>Changes in technology and the influence on: production, sales, costs (marketing mix)</p> <p>How and why legislation protects consumers and employees</p> <p>How to interpret graphs showing unemployment or growth - of a good in another currency</p> <p>To calculate the impact of an interest rate change</p> <p>Evaluate the significance of external influences on a business</p>	<p>between internal and external growth</p> <p>- Analyse the benefits and drawbacks of different methods of growth</p> <p>Identify the causes of changes in aims and objectives</p> <p>Analyse and evaluate the impact of globalisation</p> <p>Analyse the impact of tariffs and trade blocs</p> <p>Analyse the use of internet and marketing mix to compete internationally</p> <p>Analyse and evaluate how ethics, the environment and pressure groups influence business decisions</p>
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<p>The factors identified below have been referred to throughout the course:</p> <p>Developing Knowledge and Understanding of answering different exam questions of varying marks.</p> <p>Focus on assessment objectives</p> <ul style="list-style-type: none"> • 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 <p>How do you answer a question with the following command word? Define Give State Identify Calculate Complete Outline Explain Discuss Analyse Justify Evaluate</p> <p>Exam technique – how to answer 2,3,6, and 9 and 12 mark questions</p>						
Key Questions	<p>1.1 Enterprise and Entrepreneurship</p> <p>How do new business ideas come about? What is the impact of risk and reward on business activity?</p> <p>What is the role of business enterprise and the purpose of business activity?</p> <p>What is an entrepreneur?</p> <p>1.2 Spotting a Business Opportunity</p> <p>What are the four customer needs?</p> <p>How important is it for businesses to identify and understand their customers?</p> <p>Why do businesses</p>	<p>1.2 Spotting a Business Opportunity</p> <p>What is market segmentation?</p> <p>How and why do businesses use market segmentation?</p> <p>What is a market map and how can it be used by businesses?</p> <p>How can businesses use a SWOT analysis to analyse the competitive environment?</p> <p>1.3 Putting a Business Idea into Practice</p> <p>What is the purpose of business aims and business?</p> <p>What are financial aims? What are non-financial</p>	<p>1.3 Putting a Business Idea into Practice</p> <p>Why is cash importance to a business?</p> <p>What is the difference between cash and profit?</p> <p>Calculation and interpretation of cash-flow forecasts</p> <p>Name long term and short-term sources of finance</p> <p>1.4 Making the business effective</p> <p>What is the difference between limited and unlimited liability?</p> <p>What are the three types of business ownership for a start-up?</p>	<p>1.5 Understanding External Influences on Business</p> <p>Who business stakeholders are and their different objectives</p> <p>Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government</p> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> ❖ how stakeholders are affected by business activity ❖ how stakeholders impact business activity ❖ possible conflicts 	<p>1.5 Understanding External Influences on Business</p> <p>What is the purpose of consumer legislation?</p> <p>What is the purpose of employment laws?</p> <p>How are business impacted if they don't meet legal obligations?</p> <p>How are businesses impacted by the economic climate eg: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates?</p> <p>How do businesses respond to changes in: technology, legislation?</p>	<p>2.1 Growing the business</p> <p>What is the most appropriate method of growth?</p> <p>What source of finance should a business use to grow?</p> <p>What are the benefits and drawbacks of being a public limited company?</p> <p>What causes aims and objectives for a business to change?</p> <p>How has globalisation changed business?</p> <p>How do barriers to trade impact business?</p> <p>What must a business do to be able to compete</p>



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	<p>carry out market research?</p> <p>Identify examples of primary and secondary research</p> <p>What is the difference between quantitative and qualitative research?</p>	<p>aims and objectives?</p> <p>Why do aims and objectives differ between businesses?</p> <p>Distinguish between fixed and variable costs</p> <p>Why is breakeven an important concept for business?</p>	<p>What are the advantages and disadvantages of each form of business ownership?</p> <p>What factors influence business location?</p> <p>What are the four elements of the marketing mix?</p> <p>How do the elements of the marketing mix work together?</p> <p>How do the following elements influence the marketing mix?</p> <ul style="list-style-type: none"> ❖ The competitive environment ❖ Changing consumer needs ❖ The impact of technology <p>What is a business plan?</p> <p>What is the purpose of a business plan?</p> <p>What elements are part of a business plan?</p> <p>The role and importance of a business plan</p>	<p>between stakeholder groups.</p> <p>Which types of technology are used by business?</p> <p>How does technology influence business activity?</p>		<p>internationally?</p> <p>How does ethics and environmental concerns impact a business?</p> <p>Should a business choose to be ethical at the expense of profit?</p>
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Assessment/ Measure of success	Exam practice questions End of 1.1 topic assessment	Exam practice questions End of 1.2 topic assessment	Exam practice questions End of 1.3 topic assessment	Exam practice questions End of 1.4 topic assessment	Exam practice questions End of 1.5 topic assessment	Y10 PPE 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	<p>Literacy: Reading of case studies, research as well as group and class discussion.</p> <p>Numeracy: Calculations in a business context and interpretation and use of quantitative data in business contexts to support, inform and justify business decisions.</p> <p>SMSC</p> <p>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</p> <p>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.</p> <p>Social development: Development of team working skills through collaborative work and research</p> <p>Cultural development: Students look at the changes in society and how they can affect businesses.</p> <p>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.</p>					