

Curriculum Rationale and Overview (Scheme level)



Subject: Business Studies

Year group: 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
National Curriculum context						
Scheme of Learning Title:	Topic 1.1 Enterprise and entrepreneurship	Topic 1.2 Spotting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.4 making the business effective	Topic 1.5 Understanding external influences on business	Topic 2.1 Growing the business
Content <i>What will students know?</i>	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	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	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	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	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business
<i>What will students understand?</i>	<ul style="list-style-type: none"> Why new business ideas come about How new business ideas come about The impact of risk and reward The role of business enterprise and the purpose of business activity 	<ul style="list-style-type: none"> How to identify and understand customer needs The purpose of market research Methods of market research The use of market research data The use of market segmentation to target customers Aspects of the competitive environment 	<ul style="list-style-type: none"> Suitable aims and objectives when starting a business Why aims and objectives differ between businesses The concept of business calculations Interpretation of break even diagrams The importance of cash to a business Calculation and interpretation of cash-flow forecasts Sources of finance for a 	<ul style="list-style-type: none"> The concept of limited and unlimited liability Different types of business ownership for a start-up business The option of starting up and running a franchise Factors influencing the choice of location The importance of the marketing mix The role and importance of a business plan 	<ul style="list-style-type: none"> Who business stakeholders are and their objectives How stakeholders can impact business activity Different types of technology used by a business How technology influences business activity The purpose of legislation The impact of legislation on businesses The impact of the economic 	<ul style="list-style-type: none"> Methods of business growth Suitable types of business ownership for a growing and established business Sources of finance for a growing and established business Why and how aims and objectives change as a business evolves The impact of globalisation on businesses

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	<ul style="list-style-type: none"> The role of entrepreneurship 		<ul style="list-style-type: none"> Start-up or an established small business 	<ul style="list-style-type: none"> The purpose of planning business activity 	<ul style="list-style-type: none"> Climate on businesses The importance of external influences on business 	<ul style="list-style-type: none"> Barriers to international trade How businesses compete internationally The impact of ethical and environmental considerations on businesses
<p><i>What will students be able to do?</i></p>	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> Why new business ideas come about How new business ideas come about The impact of risk and reward The role of business enterprise The role of entrepreneurship 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The different types of customer needs The purpose of market research The different methods of market research a business can use The use of market research data How a business uses market segmentation to target customers The strengths and weaknesses of the competitive environment for a business 	<p>State, calculate, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> Suitable aims and objectives for a start-up and small business Why aims and objectives differ between businesses Calculate and interpret the following calculations <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest Break even level of output Margin of safety Net cash flow Closing balance Interpret break even diagrams The importance of cash 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The concept of limited liability and unlimited liability The different types of ownership for a start-up and established small business: Sole trader, partnership and private limited company (Ltd) The concept of a franchise The factors that influence the choice of business location The elements of the marketing mix: price, product, promotion and place The role and importance of a business plan 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The objectives of different business stakeholders The impact that a business can have on stakeholders The impact stakeholders can have on a business How technology influences a business The importance of legislation The impact of legislation on a business The impact of the economic climate, taking into account the following factors: unemployment, consumer income, inflation, interest rates, 	<p>State, apply, discuss, analyse and evaluate:</p> <ul style="list-style-type: none"> The methods of growth a business can use The process of changing to a public limited company (plc) Suitable sources of finance for a growing business Why business aims and objectives change as a business expands The impact of globalisation on businesses The use of imports and exports Barriers to international trade How a business can compete on an international scale

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			<ul style="list-style-type: none"> • The importance of a cash flow forecasts • Methods of improving cash flow • Suitable short-term and long-term sources of finance for a start-up or established small business 	when setting up a business	government taxation and exchange rates <ul style="list-style-type: none"> • The importance of external influences on business 	<ul style="list-style-type: none"> • The impact of ethical and environmental considerations on businesses
How will they be formally assessed?	End of topic 1.1 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	End of topic 1.2 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	End of topic 1.3 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	End of topic 1.4 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	End of topic 1.5 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions 	End of topic 2.1 test consisting of: <ul style="list-style-type: none"> • Multiple choice • Short answer questions • Data response • Extended writing questions
Blended Learning Opportunities (yr 7 & 8)						

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<p>Literacy/Numeracy/ Personal Development</p>	<ul style="list-style-type: none"> • New terminology • Extended writing 	<ul style="list-style-type: none"> • New terminology • Extended writing 	<ul style="list-style-type: none"> • New terminology • Extended writing • Business calculations 	<ul style="list-style-type: none"> • New terminology • Extended writing 	<ul style="list-style-type: none"> • New terminology • Extended writing 	<ul style="list-style-type: none"> • New terminology • Extended writing • Ethical/environmental considerations
<p>Links to Prior learning</p>			<p>Mathematical skills used during KS2 and 3 by having to add, subtract, multiply and divide.</p>			<p>Links to Geography through the focus on globalisation.</p>