

Year 10 Business Studies Curriculum Overview

Year 10	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Skills	Entrepreneurial skills and innovation in setting up a business and generating innovative business ideas	ICT Skills used in researching a market and using software to present data and information, creating presentations and managing information.	Financial literacy skills including financial planning tools such as Budgets, Income statements and cash flow statements.	Risk management skills: Identify and assess business risks and find solutions to mitigate them.	Problem Solving and decision making skills in analysing complex situations and evaluating options and considering the impact of decisions.	Ethical and social Responsibility, sustainable business practices, consequences of not meeting obligations.
Knowledge	<p>1.1.1 The dynamic nature of business Why new business ideas come about:</p> <ul style="list-style-type: none"> • changes in technology • changes in what consumers want • products and services becoming obsolete. <p>How new business ideas come about:</p> <ul style="list-style-type: none"> • original ideas • adapting existing products/services/ideas. <p>1.1.2 Risk and reward The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> • risk: business failure, financial loss, lack of security • reward: business success, profit, independence. <p>1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> • to produce goods or services • to meet customer needs 	<p>1.2.1 Customer needs Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> • what customer needs are: price, quality, choice, convenience <p>1.2.2 Market research The purpose of market research:</p> <ul style="list-style-type: none"> • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions. <p>The use of data in market research:</p> <ul style="list-style-type: none"> • qualitative and quantitative data • the role of social media in collecting market research data • the importance of the reliability of market research data. <p>1.2.3 Market segmentation How businesses use market segmentation to target customers:</p>	<p>1.3.1 Business aims and objectives Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> • financial aims and objectives: survival, profit, sales, market share, financial security • non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. <p>Why aims and objectives differ between businesses.</p> <p>1.3.2 Business revenues, costs and profits The concept and calculation of:</p> <ul style="list-style-type: none"> • revenue • fixed and variable costs • total costs • profit and loss • interest <p>Interpretation of break even diagrams:</p> <p>1.3.3 Cash and cash-flow The importance of cash to a business:</p>	<p>1.4.1 The options for start-up and small businesses The concept of limited liability: The types of business ownership for start-ups:</p> <p>1.4.2 Business location Factors influencing business location:</p> <p>1.4.3 The marketing mix What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • price, product, promotion, place. <p>How the elements of the marketing mix work together: The impact of: e-commerce, digital communication.</p>	<p>1.4.4 Business plans The role and importance of a business plan:</p> <ul style="list-style-type: none"> • 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>The purpose of planning business activity:</p> <ul style="list-style-type: none"> • the role and importance of a business plan in minimising risk and obtaining finance. <p>1.5.1 Business stakeholders Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> • shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>1.5.2 Technology and business Different types of technology used by business</p>	<p>1.5.3 Legislation and business The purpose of legislation:</p> <ul style="list-style-type: none"> • principles of consumer law: quality and consumer rights • principles of employment law: recruitment, pay, discrimination and health and safety. <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> • cost • consequences of meeting and not meeting these obligations. <p>1.5.4 The economy and business The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> • unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. <p>1.5.5 External influences The importance of external influences on business:</p> <ul style="list-style-type: none"> • possible responses by the business to changes in: technology, legislation, the economic climate.

	<ul style="list-style-type: none"> to add value: convenience, branding, quality, design, unique selling points. <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> an entrepreneur: organises resources, makes business decisions, takes risks 	<p>1.2.4 The competitive environment Understanding the competitive environment:</p> <ul style="list-style-type: none"> strengths and weaknesses of competitors based on: price, quality, location, product range and customer service the impact of competition on business decisions 	<p>1.3.4 Sources of business finance Sources of finance for a start-up or established small business:</p>			
Alive and British Values	Democratic values by allowing students to develop a perspective on environmental concerns and impact of globalization in different countries around the world linked to the changing role of Business enterprise in our society	Social responsibility: showcasing business commitment through marketing campaigns such as environmental sustainability, charitable partnerships and community action initiatives.	Equality and fairness in financial matters such as fair lending practices and avoiding financial exploitation. Mutual respect and collaboration such as responsible borrowing by firms as well as respecting financial agreements. Profiteering issues.			Equality including unfair discrimination issues and gender equality in recruitment, training and opportunities for advancement.
Assessment	Formative assessments based on topics covered this term.	Formative assessments based on topics covered this term.	Formative assessments based on topics covered this term.	Formative assessments based on topics covered this term.	Formative assessments based on topics covered this term.	Y10 summative Assessment
Careers	Roles as entrepreneur	Market research roles/ Data analyst	Accountancy	Marketing Roles	Business Management/ HRM	Corporate Law, CSR

How will studying this subject in Key Stage Four help students to make their unique contribution to the world?:

The course imparts a wide range of knowledge and skills that gives students insight towards further study in the field of Business and Economics and potentially supports their choice of career and allows them to function well in any type of organisation in the future having an insight to its internal workings.

Year 11	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Skills	Strategic Planning Skills: Understand how to achieve long term goals through setting objectives and devise strategies for a business	ICT Skills used in researching a market and using software to present data and information, creating presentations and managing information, including Digital Marketing techniques	Supply Chain Management skills Learn skills around working with a range of organisations, ensuring good communication and coordination across global operations.	Financial literacy skills including financial planning tools such as Budgets, Income statements and cash flow statements.	Leadership and Team Management skills as part of understanding the role of leadership and management in an organisational structure.	External Assessments
Knowledge	Topic 2.1 Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Topic 2.2 Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Topic 2.3 Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Topic 2.4 Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Topic 2.5 Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	External Assessments
Alive and British Values	Democratic values by allowing students to develop a perspective on environmental concerns and impact of globalization in different countries around the world linked to Business ethics. Further enhanced by the concept of the rule of law linked to legal frameworks that regulate businesses and hold them accountable.	Social responsibility: showcasing business commitment through marketing campaigns such as environmental sustainability, charitable partnerships and community action initiatives.	Equality and fairness: Show the important relationships between firms and their suppliers (Procurement), and how large firms should behave fairly toward suppliers to retain the integrity of supply chains.	Equality and fairness in financial matters such as fair lending practices and avoiding financial exploitation. Mutual respect and collaboration such as responsible borrowing by firms as well as respecting financial agreements.	Equality including unfair discrimination issues and gender equality in recruitment, training and opportunities for advancement.	External Assessments
Assessment	Formative assessments based on topics covered this term.	Summative assessments based on Theme 1	Formative assessments based on topics covered this term.	Summative assessments based on Theme 2	Formative assessments based on topics covered this term.	Y11 summative Assessment - external
Careers	Roles in CSR	Marketing Creative/ manager	Logistics/Procurement/ Operations management	Accountancy	Business Management/ HRM	External Assessments