

Curriculum Content Map




Subject: Business GCSE




Year group: 10

	TERM 1		TERM 2		TERM 3	
Unit title & description	Enterprise and entrepreneurship and spotting a business opportunity	Putting a business idea into practice	Making the business effective	Understanding external influences on business	Understanding external influences on business and growing the business	Growing the business
Sequencing - Why is this taught and now?	<p>This introduces students to the course. It also provides students with understanding of threshold concept (RCP) on which the majority of analysis is built. Students are introduced to the nature and purpose of small business and the risks involved. Characteristics of entrepreneurs are investigated, and the nature of enterprise is demonstrated through practical activities, giving students a broad picture of the nature of commercial activity.</p> <p>Students move on to investigate different functions of business, with an initial emphasis on the need for the firm to market its products. Market research is investigated and undertaken, giving students the opportunity to develop some analytic and numeric skills.</p>	<p>Students will understand key financial measures used to analyse business performance. Future content is then linked back to these performance measures.</p> <p>Students also look at the practicalities of finance and financial monitoring, emphasising that entrepreneurial ideas and strategic aims must be backed by accurate and up to date operational systems.</p>	<p>This content will enhance student schema on factors that will influence performance measures. Students will understand how business manipulate factors within their control to increase financial performance.</p> <p>Further investigation of operational areas is carried out. The concept of risk is revisited and reinforced by looking at ways of reducing risk e.g. limited liability companies.</p>	<p>This content will enhance student schema on factors that will influence performance measures. Students will understand how business manipulate factors within their control to increase financial performance.</p>	<p>Students progress from internal considerations to investigating external factors which can cause firms to change strategy. More complex concepts are introduced here such as the role the economic cycle plays.</p> <p>Students will have finished theme one and will be able to sit a full Paper 1 exam.</p> <p>Students will revise all of theme one content and will be introduced to theme 2 by understanding how businesses can grow and expand.</p>	<p>Theme One introduced students to business decisions in relation to small businesses. This topic now highlights the difference between small businesses and large businesses, providing context for students for the Year 11.</p>

<p>Knowledge</p> 	<p>How and why new business ideas come about</p> <p>The concept of entrepreneurship and financial and non-financial aims and objectives</p> <p>Introduction to demand, revenue and profits</p> <p>The purpose and merits of different types of market research</p> <p>The reasons for market segmentation</p> <p>The role of market mapping in spotting a gap in the market</p> <p>Topics covered: 1.1 The dynamic Nature of business 1.2 Risk and reward 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</p>	<p>Purpose and calculation of break-even</p> <p>How to complete a cash flow forecast</p> <p>Short and long-term sources of finance</p> <p>Different types of business ownership with the introduction to limited liability</p> <p>Topics covered: 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</p>	<p>Different factors that influence where a business should locate</p> <p>Introduction to the marketing mix:</p> <ul style="list-style-type: none"> - Product - Price - Place - Promotion <p>Business plans and their importance</p> <p>Topics covered: 1.4.1 The options for start-up and small business 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans</p>	<p>The ways that technology impacts the marketing mix</p> <p>The concept of stakeholders and conflict between stakeholders</p> <p>The impact of consumer protection and equal pay legislation on the success of a business</p> <p>Topics covered: 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business</p>	<p>Macroeconomic factors that influence the success of different businesses:</p> <ul style="list-style-type: none"> - Taxation - Unemployment - Consumer incomes - Inflation <p>Exchange rates</p> <p>Introduction to growing the business.</p> <p>Topics covered: 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences 2.1.1 Business Growth</p>	<p>Students will understand different types of business growth</p> <p>Students will understand why there are changes in business aims and objectives</p> <p>Students will understand the relationship between businesses and globalisation</p> <p>Ethics and the business environment</p> <p>Topics covered: 2.1.1 Business Growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalization 2.1.4 Ethics, the environment and business</p>
<p>Skills</p> 	<p>Use of financial formulas to understand RCP</p> <p>Understanding of proportional changes to understand impacts of RCP</p> <p>Analysis and evaluation in context</p>	<p>Use of financial formulas to understand RCP/BE</p> <p>Interpretation of data on business performance</p> <p>Decision making skills when considering business decisions and their impacts on RCP</p>	<p>Decision making skills when considering business decisions and their impacts on RCP</p> <p>Ability to recognise uncertainty and weigh risk against reward when making locational decisions</p> <p>Recognising conflicting objectives when developing an effective marketing mix</p> <p>Interpretation of financial data within business plans</p>	<p>Analysing and evaluating conflicts of interest in relation to stakeholder decisions</p> <p>Evaluation skills to understand effects of the external environment on business decisions</p>	<p>Ability to understand proportional changes in various economic factors and how this will impact a business</p> <p>Evaluation skills to understand effects of the external environment on business decisions</p>	<p>Understanding of trade-offs inherent within business decisions</p> <p>Evaluation/critical thinking with regards to business decisions</p>

<p>Retrieval practice Prior knowledge and skills that are revisited</p>	<p>Regular opportunities for retrieval on RCP formulas later on in term</p>	<p>Retrieval of RCP and BE formulas</p>	<p>Cash flow forecasting completion and implications on sources of finance requirement</p> <p>Types of business ownership – advantages/disadvantages and context</p> <p>The concept of risk.</p>	<p>Locational factors RCP calculations Market research types and advantages / disadvantages Marketing mix factors Business plan factors Types of business ownership Stakeholders and their conflicts of interest</p>	<p>Break-even/Cash flow/SoF</p>	<p>Aims and objectives (theme one – small business content) Types of ownership (small business content)</p>
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<p>Literacy including extended writing</p> 	<p>Tier 3 terminology: risk, entrepreneurship, segmentation, revenue, fixed costs and variable costs</p>	<p>Tier 3 terminology: demand, cash flow, insolvency, unlimited liability</p> <p>Tier 2 terminology: autonomy, independence</p> <p>Extended writing on decision making regarding business ownership and location</p>	<p>Tier 3 terminology: qualitative, quantitative, reliability, validity, segmentation, economic manufacture, product life cycle, branding</p> <p>Tier 2 terminology: proximity, aesthetics</p> <p>Extended writing on decision making regarding marketing research and business location</p> <p>Extended writing on decision making regarding marketing mix</p>	<p>Tier 3 terminology: pressure groups, reliability, validity</p> <p>Tier 2 terminology: conflict of interest</p> <p>Extended writing on conflicts of interest between stakeholders</p>	<p>Tier 3 terminology: interest rates, inflation, exchange rates, taxation, economy</p> <p>Extended writing on impacts of economic environment</p>	<p>Tier 3 terminology: risk, entrepreneurship, segmentation, revenue, fixed costs and variable costs</p>
<p>Numeracy</p> 	<p>Use of formulas to calculate RCP</p> <p>Analysing the merits of different investments when considering risk and reward</p>	<p>Use of formulas to calculate RCP/BE/CF</p> <p>Calculation of start-up costs facing businesses</p> <p>Calculation of interest on bank loans</p>	<p>Using market research data to inform business decisions (e.g. pie charts, bar graphs)</p>	<p>Cost/benefit analysis on marketing mix decisions RCP on stakeholder decisions</p>	<p>Conversion of exchange rates</p> <p>Calculation of interest</p> <p>Interpreting impacts of inflation and tax rates</p>	<p>Use of formulas to calculate RCP</p> <p>Analysing the merits of different investments when considering risk and reward</p>
<p>Enrichment learning</p> 	<p>Opportunity for a visit from a local business owner in order to discuss the skillset needed for a successful entrepreneur</p>	<p>Review of how venture capital is used by looking at a Dragons Den pitch and analysing why the pitch was successful</p>	<p>Project learning on market research decisions</p>	<p>Evaluation of firm's marketing mix decisions Project learning on stakeholder case: BP gulf of Mexico oil spill</p>	<p>Case study looking at the 2008 financial crisis and analysing how this impacted different types of British businesses in different ways</p>	<p>Opportunity for a visit from a local business owner in order to discuss the skillset needed for a successful entrepreneur.</p>

<p>British values</p> 	<p>Liberty when considering independence as a motivation for setting up your own business</p>	<p>Morality and fairness when considering non-financial aims and objectives of a business</p>	<p>Morality and fairness when considering non-financial aims and objectives of business research</p>	<p>Morality when students considered pricing decisions in relation to MM Morality when considering the impact of business decisions on external stakeholders</p>	<p>Looking at the role of government, democracy and the rule of law when considering legislation</p>	<p>Liberty when considering independence as a motivation for setting up your own business</p>
<p>Character</p> 	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>	<p>Students will regularly redraft exam style questions in order to build their resilience. They will also have opportunities to present business ideas in front of the class at a PwC trip helping to build their self esteem</p>
<p>Careers</p> 	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>	<p>Through the involvement of local businesses, pupils will gain an in depth understanding of the role of an entrepreneur. There will</p>
	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>	<p>also be the opportunity for a trip to a 'Big 4' accountancy firm so that pupils can understand more about potential career opportunities in finance</p>
<p>Assessment opportunities</p>	<p>Students will complete a knowledge assessment of risks/reward and RCP</p>	<p>Students will complete full paper on content covered so far</p>	<p>Students will complete full paper on content covered so far</p>	<p>Students will complete full paper on content covered so far</p>	<p>Students will sit full GCSE paper</p>	<p>Students will sit full GCSE paper of theme one and for theme 2 students will complete a knowledge assessment of their globalisation and the skills of data interpretation</p>
<p>Personalised challenge for all: SEND, HPA</p>	<p>SEND - Scaffolding for extended writing, dual coding to support with understanding of RCP HPA - Wider range of RCP calculations to compare and contrast</p>	<p>SEND - Scaffolding for extended writing, worked examples to understand cash flow/BE and dual coding for sources of finance understanding HPA - Wider range of cash flow/BE calculations to compare and contrast</p>	<p>SEND - Scaffolding for extended writing, dual coding for market research examples HPA – Greater depth of interpretation and analysis of market research data which yields unique insights</p>	<p>SEND - Scaffolding for extended writing, dual coding for MM HPA – wider range of examples of conflicts between MM decisions SEND - Scaffolding for extended writing, dual coding for stakeholder conflicts HPA – comparison between short-term and long-term effects; distinguishing between large impacts and</p>	<p>SEND - Scaffolding for extended writing, dual coding for exchange rates, inflation and taxation HPA – wider range of economic metrics to consider/analyse</p>	<p>SEND - Scaffolding for extended writing, dual coding to support with understanding of RCP HPA - Wider range of RCP calculations to compare and contrast business success</p>

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