

Year 10 BUSINESS STUDIES Curriculum Map

Term	Topic/Unit title	Essential knowledge and skills <i>(what students should know and understand and be able to do by the end of the unit/topic)</i>	
Autumn 1	Topic 1.1 Enterprise and Entrepreneurship	<ul style="list-style-type: none"> ● Business aims and objectives ● The dynamic nature of business ● Risk and Reward ● The role of business enterprise 	<ul style="list-style-type: none"> ● Define business aims? ● Define business objectives? ● Identify and explain different objectives that entrepreneur may have? ● List 3 financial and 3 non-financial objectives? ● Explain the difference between financial and non-financial objectives? ● Explain why business aims and objectives differ between businesses? ● Explain why business ideas come about? ● Explain how business ideas come about? ● Define obsolete products? ● Explain why mistakes are an important part of the learning process? ● Define and identify risks an entrepreneur faces? ● Define and identify rewards an entrepreneur could benefit from? ● Define enterprise?

			<ul style="list-style-type: none"> ● Explain the difference between providing goods and services? ● Define entrepreneur? ● List the qualities an entrepreneur possesses? ● Define the qualities an entrepreneur possesses? ● Explain the purpose of business activity? ● Define added value? ● List the methods a business could use to add value? ● Define USP?
<p>Autumn 2</p>	<p>Topic 1.2 Spotting a business opportunity</p>	<ul style="list-style-type: none"> ● Customer needs ● Market Research ● Market segmentation ● The competitive business environment ● The marketing mix 	<ul style="list-style-type: none"> ● Identify what customer needs are? ● Explain why it is important for a business to understand customer needs? ● Explain the purpose of market research? ● List the main methods of primary and secondary research? ● Explain the difference between primary and secondary research? ● Describe the advantages and disadvantages of primary and secondary research? ● Explain the difference between qualitative and quantitative research data? ● Define survey, questionnaire, focus group, observation?

			<ul style="list-style-type: none">● Define Internet, market reports, government reports?● Explain how social media can help in the collection of market research data?● Explain how a business will ensure the reliability of market research data?● Define sampling?● Explain how and why a business would use market segmentation?● Construct a market map?● Explain how a market map could be used to identify a gap in the market?● Explain how a business's competitors could influence their decisions?● Explain the different methods a business could use to compete with its competitors?● Explain different methods a business can use to differentiate its product?● Define marketing mix?● Define the 4p's?● Explain how the 4 P's work together?● Explain the impact of technology on the marketing mix: e-commerce, digital communication?
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	<p>Topic 1.3 Putting a business idea into practice</p>	<ul style="list-style-type: none"> ● Business revenues, costs and profits. 	<ul style="list-style-type: none"> ● Define fixed costs, variable costs, running costs and start-up costs. ● Define revenue and profit ● State the formulas for total costs, revenue and profit and use them to complete simple calculations ● Calculate interest payments? ● Define interest? ● Draw and interpret break-even charts; ● Calculate the break-even point and margin of safety ● Explain how changes to price, costs and revenue affect the break-even point ● Discuss the pros and cons of using break-even analysis
<p>Spring 1</p>	<p>Topic 1.3 Putting a business idea into practice</p>	<ul style="list-style-type: none"> ● Cash and cash flow ● Source of business finance 	<ul style="list-style-type: none"> ● Explain why cash is important to a business? ● Explain the difference between cash and profit? ● Complete a cash flow forecast ● Calculate net cash flow and cumulative cash flows ● Define and explain the advantages and disadvantages of the main sources of finance for a small business start-up ● Define and explain the advantages and disadvantages of short term sources of finance - overdraft and trade credit

	<p>Topic 1.4 Making the business effective</p>	<ul style="list-style-type: none"> ● The options for start-up and small business ● Business location ● Business plans 	<ul style="list-style-type: none"> ● Define and explain the advantages and disadvantages of long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowdfunding ● Define business plan? ● Explain the main component of a business plan? ● Explain how a business plan can be used to minimise risk and gain finance? ● Explain the advantages of a business plan? ● List the factors that influence business location? ● Define ecommerce? ● Explain the advantages and disadvantages of an ecommerce business? ● Explain the advantages and disadvantages of a fixed premises? ● Explain the impact of the internet on location decisions e-commerce and/or fixed premises ● Define franchise, franchisee and franchisor? ● Explain the advantages and disadvantages of setting up as a franchisee?
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			<ul style="list-style-type: none"> ● Explain the principle of limited and unlimited liability? ● List the types of ownership that have limited and unlimited liability? ● List the types of ownership suitable for sole traders, partnership and private limited companies? ● Define Sole trader, partnership and LTD? ● Explain the advantages and disadvantages of sole trader, partnership and LTD's?
<p>Spring 2</p>	<p>Topic 1.5 Understanding external influences on business</p>	<ul style="list-style-type: none"> ● Business stakeholders ● Technology and business ● Legislation and business 	<ul style="list-style-type: none"> ● Define stakeholders? ● Explain the difference objectives of different stakeholders? ● Explain how stakeholders impact on business activity? ● Explain how stakeholders are affected by business activity? ● Explain stakeholder conflicts? ● List 4 methods of technology businesses use? ● Explain how technology can have an impact on business sales? ● Explain how technology can have an impact on a businesses marketing mix? ● Explain how technology can have an impact on business costs?

			<ul style="list-style-type: none"> ● Explain the advantages and disadvantages of social media for a business? ● Explain the advantages and disadvantages of e commerce for a business? ● Explain the advantages and disadvantages of payment systems for a business? ● Explain the advantages and disadvantages of digital communication for a business? ● Explain what legislation is? ● Explain the principles of employment law? ● Explain the principles of consumer law? ● Explain the impact of legislation on a business?
<p>Spring 2</p>	<p>Topic 1.5 Understanding external influences on business</p>	<ul style="list-style-type: none"> ● The economy and business ● External influences 	<ul style="list-style-type: none"> ● Define interest rate? ● Explain how changing interest rates affect small firms which tend to rely on overdrafts and loans for finance. ● Analyse the impact of changing interest rates on consumer spending? ● Define exchange rate? ● Explain how exchange rate changes effect small businesses? ● Define imports and exports?

			<ul style="list-style-type: none"> ● Describe how imports and exports change when exchange rates change? ● Explain each of the terms unemployment, changing levels of consumer income, inflation, government taxation. ● Explain the impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, government taxation and changes in exchange rates.
<p>Spring 2</p>	<p>Topic 2.4 Making Financial decisions</p>	<ul style="list-style-type: none"> ● Business calculations ● Understanding business performance 	<ul style="list-style-type: none"> ● Define gross profit? ● Define net profit? ● Define cost of sales? ● Define sales revenue? ● Define operating costs? ● Write the formula for gross and net profit margin? ● Explain what the net profit margin shows? ● Explain what the gross profit margin shows? ● Make a decision on a business performance based on the net profit margin and the gross profit margin? ● Calculate the average rate of return? ● Interpret the average rate of return? ● Interpret business information from graphs and charts?

		<p>Summer exam preparation and exam technique and revision of Theme 1</p>	<ul style="list-style-type: none"> ● Define an infographic? ● Identify trends from graphs and charts? ● Make decisions based on information from charts and graphs? ● Explain how financial information can help businesses make decisions? ● Explain the limitations of financial information? ● Define qualitative and quantitative data?
<p>Summer 1 & 2</p>	<p>Topic 2.1. A growing business</p>	<p>Summer exam preparation and exam technique and revision of Theme 1</p> <ul style="list-style-type: none"> ● Business growth ● Changes in business aims and objectives ● Business and globalisation ● Ethic the environment and business 	<ul style="list-style-type: none"> ● Explain the difference between internal and external growth? <ul style="list-style-type: none"> ● Explain how a business can grow internally (organically)? ● Explain the difference between mergers and takeovers? ● Explain the advantages and disadvantages of internal growth? ● Explain the advantages and disadvantages of external growth? ● Define public limited company?

			<ul style="list-style-type: none">● Explain the advantages and disadvantages of a public limited company?● Define retained profit, selling assets, loan capital, share capital, stock market floatation?● Explain the advantages and disadvantages of retained profit, selling assets, loan capital, share capital, stock market floatation?● List several reasons why business aims and objectives may change?● Explain how business aims and objectives change as a business grows?● Define imports and exports?● Define MNC's?● Define globalisation?● Explain the advantages for a business of importing and exporting products?● Define offshoring?● Define protectionism measures?● Define tariffs and quotas?● Explain the advantages and disadvantages of tariffs?● Define the term trading bloc?● Explain the advantages and disadvantages of trading blocs?● Explain how the internet can help a business competitive internationally?
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			<ul style="list-style-type: none"> ● Explain how the marketing mix may need to change to competitive internationally? ● Define ethics? ● List 3 examples of ethical considerations a business need to make? ● Define trade off? ● What is a green audit? ● Explain what the advantages and disadvantages of being ethical are? ● Explain what the advantages and disadvantages of reducing a business's environmental impact? ● Define pressure group? ● List 3 ways a pressure groups can effect business activity? ● Explain how a pressure group can influence a business marketing mix?
Autumn 1	Topic 2.2 Making marketing decisions	<ul style="list-style-type: none"> ● Product ● Place ● Price ● Promotion ● Using the marketing mix to make business decisions 	<ul style="list-style-type: none"> ● Define design mix? ● Construct a product life cycle graph? ● Explain the different stage of the product life cycle? ● Explain the link between product life cycle and cash flow? ● Define and give examples of extension strategies? ● Define product differentiation? ● Explain different methods a business can use to differentiate its product/service?

			<ul style="list-style-type: none">● Define USP and give examples of how a business could create a USP?● Explain what may influence business decisions on how to price their products?● Define pricing strategy?● Define a high volume pricing strategy?● Define high margin pricing strategy?● Define niche market?● Define mass market?● Define market penetration pricing, price skimming, going rate pricing and cost plus pricing?● Define promotion?● Define advertising, sponsorship, product trails, special offers and branding● Explain advantages and disadvantages of advertising, sponsorship, product trails, special offers and branding.● Explain how technology has impacted businesses promotion strategies?● Define viral advertising, e newsletters, targeted online advertising and social media?● Explain the advantages and disadvantages of viral advertig, e newsletters, targeted online advertising and social media?● Define retailers and e-tailers?
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			<ul style="list-style-type: none">● Define mark – up?● Explain the advantages and disadvantages of retailing and e - tailing?● Define third party platform?● Define channels of distribution?● Explain how each element of the marketing mix can influence the other elements?● Define competitive advantage?● Explain how the marketing mix can create a competitive advantage?
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<p>Spring 1</p>	<p>Topic 2.5 Making human resource decisions</p>	<ul style="list-style-type: none"> ● Effective training and development ● Motivation ● Organisational structures ● Effective recruitment 	<ul style="list-style-type: none"> ● Define and explain the features of hierarchical and flat structures? ● Explain the advantages and disadvantages of a flat and hierarchical structure? ● Define centralised and decentralised? ● Define accountability? ● Explain the advantages and disadvantages of centralised and decentralised? ● Define span of control? ● Explain the difference between a wide and a narrow span of control? ● Explain the different ways a business communicates? ● Explain barriers to communication and how a business can overcome these? ● Explain the problems of excessive or insufficient communication? ● Define jargon? ● Define part time, full time, and flexible hours? ● Explain the difference between permanent, temporary and freelance contracts? ● Explain the advantages and disadvantages of permanent, temporary and freelance contracts for employees and employers? ● Explain the advantages and disadvantages of part time, full time,
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			<p>and flexible hours for employees and employers?</p> <ul style="list-style-type: none">● Define remote working?● Explain the advantages and disadvantages of remote working for employers and employees?● List the different types of job roles and responsibilities in a business?● Explain the difference between a director, senior manager, supervisor, team leader and operational and support staff?● Explain the difference between a person specification and job description?● Explain the advantages and disadvantages of an application form and a CV?● Explain and define the advantages and disadvantages of internal and external recruitment?● Describe the different methods a business can use to recruit staff?● List methods of informal and formal training??● Explain the advantages and disadvantages of formal and informal training?● Explain why businesses train and develop their staff?● Explain the link between training, motivation and retention?
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			<ul style="list-style-type: none"> ● Explain how IT can support retraining? ● Explain why a business wants motivated employees? ● Explain the financial methods of remuneration? ● Explain the non -financial methods of remuneration? ● Define remuneration, bonus, commission, promotion, fringe benefits, job rotation, job enrichment and autonomy? ● Explain the advantages and disadvantages of remuneration, bonus, commission, promotion, fringe benefits, job rotation, job enrichment and autonomy?
Spring 2	Revision and exam preparation		
Summer 1	Revision and exam preparation		