

Curriculum Map: Year 10 Business

	Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
Topic	Enterprise & Entrepreneurship	Spotting a Business Opportunity	Putting a business idea into practice	Making the Business Effective	Understand external influences on business	Business Plan project
Intent	Learn about a diverse range of businesses and entrepreneurs	Learn about how businesses find gaps and target specific customers	Learn how to plan for business activity and the importance of cash using real life figures	Learn about the different types of business structures and ownership	Learn about how businesses react to things outside of their control	To explore and experience business activity via a practical project
Key Knowledge	The dynamic nature of business and why new businesses come about Changes in customers wants and technology The impact of Risk & Reward on business activity To learn about entrepreneurship and role of business enterprise	Importance of identifying and understanding Customer Needs Using Market research and data to inform business decisions Market Segmentation to target specific customers The competitive environment and impact on decision making	Setting business aims and objectives Calculating Business revenues, costs and profits Creating and interpreting Cashflow forecasts and Break-Even charts Sources of finance suitable for business activity	The options for a start-up and small businesses and types of ownership The factors that influence the choice of location What the marketing mix is and the importance of each element. The role and importance of business planning	Who stakeholders are and their different objectives How technology influences business activity The purpose and impact of legislation The impact of the economic climate and external influences on businesses	Students to create a business plan on a start-up business – students to include all aspects/topics learned so far
Key Skills	Writing, Application, Contextualise, debate, explain, describe, analyse, decision making	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, interpretation of qualitative and quantitative data.	Writing, Application, Contextualise, explain, describe, analyse, justify, decision making, evaluation, investigation, quantitative, calculations, interpretation, manipulation	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, creativity	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning	Cognitive skills- no routine problem solving, systems thinking, critical thinking, ICT literacy Interpersonal Skills- communication, relationship building, collaborative problem solving. Intrapersonal Skills – self management & development.
Key Vocabulary	Entrepreneur, differentiate, innovation, invention, obsolete, revenue, unique selling point	Biased, Brand loyalty, competitive environment, convenience, demographics, quantitative, qualitative,	Asset, Bank Overdraft, interest, investment, retained profit, share capital, shareholders, stock exchange	E-commerce, E- Tailing, sole trader, franchise, LTD, PLC, proximity, labour, logistics	Exports, Imports, legislation, exchange rate, inflation, maternity, SSP, economy	USP, primary research, secondary research, target market, organisational structure, marketing mix, Inflows

		focus group, target market, segmentation				and Outflows, competitors, resources
Key Reading	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Business case studies Learn Sheets	Revision guide Learn Sheets
End Point	Able to explain and analyse where and how new business ideas come about.	Able to fully explain and describe the needs of different consumer groups. Able to analyse types of market research and use to justify business decisions.	Able to calculate revenues, costs, profits, break even level of output and margin of safety. Able to interpret financial diagrams	Able to analyse the importance of liability within organisational structures. Able to justify choice of structure Able to successful create a marketing mix and evaluate the importance of each element	Able to analyse different stakeholder groups and potential conflict. Evaluate how technology influences business decisions. Evaluate how changes in the economic climate affects business activity.	Develop practical experience in business planning and pitching Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business concepts and issues to a variety of contexts
Form of Assessment	End Of topic Test	End Of topic Test	End Of topic Test	End Of topic Test	End Of topic Test	Project work Full Mock Paper
Enrichment opportunities	Guest speaker – from local business Hands on business project					
Leadership opportunities	Independent project work, presentation writing and delivery to audience, debate and discussion activities, teamwork					