

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	Business Plan project	Understand external influences on business
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	To explore and experience business activity via a practical project	Learn about how businesses react to things outside of their control
Lesson Intentions	Lesson 1: To be able to discuss the reasons why a new business idea may come about Lesson 2: To be able to discuss the changes in what customers want Lesson 3: To explain the risks and rewards of setting up a business Lesson 4: Explain the benefits of adding value Lesson 5: To explain how an entrepreneur can lead a business to success	Lesson 1: To understand the customer needs Lesson 2: Explain the marketing process Lesson 3: To explain the difference between primary and secondary research Lesson 4: To explain the difference between qualitative and quantitative data Lesson 5: To understand market segmentation Lesson 6: To understand why a business uses market mapping	Lesson 1: To identify the aims and objectives of a business Lesson 2: to discuss why aims and objectives differ between businesses Lesson 3: To Calculate revenues, costs and profits Lesson 4: To calculate the break-even point Lesson 5: To interpret the break-even point Lesson 6: To understand why cash is important to a business Lesson 7: To calculate & interpret a cashflow forecast Lesson 8: To explain the difference sources of finance available to a business	Lesson 1: Learn about the characteristics of sole traders & Partnerships Lesson 2: Learn about the characteristics of limited companies Lesson 3: Learn about the characteristics of a franchise Lesson 4: Identify the factors to consider when choosing a business location Lesson 5: To choose a location for a range of businesses in Bradford Lesson 6: To apply knowledge to a 9-mark location question Lesson 7: To learn about the concept of marketing Lesson 8: Explore how businesses use the marketing mix to attract and retain customers	Lesson 1: understand the importance of creating a business plan Lesson 2: Research and choose the perfect location for your business Lesson 3: Create a questionnaire for your business plan Lesson 4: Calculate your start up costs and projected profit for your business idea Lesson 5: Create your business logo	Lesson 1: Identify who the stakeholders are to a business Lesson 2: To understand how technology is used in business Lesson 3: To be able to discuss the purpose of legislation Lesson 4 & 5: To be able to discuss the impact of the economic climate on businesses
Key Knowledge	The dynamic nature of business and why new businesses come about Changes in customers wants and technology	Importance of identifying and understanding Customer Needs Using Market research and data to inform business decisions	Setting business aims and objectives Calculating Business revenues, costs and profits	The options for a start-up and small businesses and types of ownership The factors that influence the choice of location	Students to create a business plan on a start-up business – students to include all aspects/topics learned so far	Who stakeholders are and their different objectives How technology influences business activity

	The impact of Risk & Reward on business activity To learn about entrepreneurship and role of business enterprise	Market Segmentation to target specific customers The competitive environment and impact on decision making	Creating and interpreting Cashflow forecasts and Break-Even charts Sources of finance suitable for business activity	What the marketing mix is and the importance of each element. The role and importance of business planning		The purpose and impact of legislation The impact of the economic climate and external influences on businesses
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	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.	Writing, Application, Contextualise, debate, explain, describe, analyse, justify, decision making, evaluation, investigation, reasoning
Key Vocabulary	Entrepreneur, differentiate, innovation, invention, obsolete, revenue, unique selling point	Biased, Brand loyalty, competitive environment, convenience, demographics, quantitative, qualitative, focus group, target market, segmentation	Asset, Bank Overdraft, interest, investment, retained profit, share capital, shareholders, stock exchange	E-commerce, E- Tailing, sole trader, franchise, LTD, PLC, proximity, labour, logistics	USP, primary research, secondary research, target market, organisational structure, marketing mix, Inflows and Outflows, competitors, resources	Exports, Imports, legislation, exchange rate, inflation, maternity, SSP, economy
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 successfully create a marketing mix and evaluate the importance of each element	. Develop practical experience in business planning and pitching Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business	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

					concepts and issues to a variety of contexts	
Links to British Values		Tolerance: Market segmentation - Why new business ideas come about - changes in customer wants (customers want to be included) This is a good discussion on LGBTQ & Race.	Respect: Business non financial aims - linked to social and environmental concerns. Individual Liberty: Business aims of personal satisfaction			Democracy: Politics relating to fiscal policy and how this effects the economy (inflation rates, unemployment, interest rates) Rule of Law: The teaching of employment law and consumer protection. We look at various acts including trade description act and consumer rights act. We look at the health and safety at work act, equality act, national minimum wage act.
Links to careers	Link and discuss skills to be Entrepreneurial	Look at different Entrepreneurs and how they became successful by spooring gaps (Dyson bagless vacuum, Robert Law and the trunki)	Links to financial planning and skills often outsourced to an accountant/book keeper	How different organisational structures lend themselves to different careers	Students practice putting a business idea together for a variety of careers.	Discuss importance of digital marketing and the increase of careers in this field.
Form of Assessment	Progress point assessment	Progress point assessment	Progress point assessment	Progress point assessment	Progress point assessment	Progress point assessment
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					