### Business Studies / Year 10 / 2019-20

**Curriculum Content**

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<td><strong>Topic 1.1</strong> Enterprise and Entrepreneurship</td>
<td><strong>Topic 1.2</strong> Spotting a Business Opportunity</td>
<td><strong>Topic 1.3</strong> Putting a Business Idea into Practice</td>
<td><strong>Topic 1.4</strong> Making the Business Effective</td>
<td><strong>Topic 1.5</strong> Understanding External Influences on Business</td>
<td><strong>Revision</strong></td>
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<tr>
<td><strong>1.1.1</strong> The Dynamic of Businesses Students will investigate why new business ideas come about and how new business ideas can come from these opportunities. They will look specifically into new technology, product becoming obsolete and changing customer needs. This will be applied to new businesses.</td>
<td><strong>1.2.1</strong> Customer Needs Students will identify and understanding customer needs and how this can impact operations and a firm’s competitive advantage.</td>
<td><strong>1.3.1</strong> Business Aims and Objectives Students will learn about what business aims and objectives are and the different aims and objectives new companies set when starting up. They will be taught why aims and objectives differ between businesses and the reasons for this. Students will be expected to be able to read text/case study and using information provided suggest appropriate aims for that business based on their current circumstances.</td>
<td><strong>1.4.1</strong> The options for Start-up and Small Businesses Students will study the concept of unlimited and limited liability along with advantages and disadvantages this has for a business owner. They will look into the different types of business ownership for start-ups and the benefits and drawbacks each ownership has for the entrepreneur. Sole Trader, Partnerships and Limited Companies will be taught. Once this has been completed students will be taught about franchising and how this supports an entrepreneur when running or even starting their own venture Benefits and drawbacks for this style of ownership will be studied for both the franchisee and franchisor.</td>
<td><strong>1.5.1</strong> Business Stakeholders Students will learn about stakeholders and the different stakeholders that are affected by businesses. They will further their understanding by investigating the different objectives each group has for a business and how this can lead to conflict amongst groups.</td>
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<td><strong>1.1.2</strong> Risks and Rewards Students will look into the impact of risk and reward on business activity. Profit, Success and Independence will be studied and groups will be required to be able to discuss the benefits of each. Alongside this students will also look at Failure, Financial Risk and Security as business risks.</td>
<td><strong>1.2.2</strong> Market Research Students will look into the purpose of market research and investigate why it is important for a new business to research their market to help understand – customer needs, competitors, gaps in the market and trends. Methods of market research will also be taught and students will be expected to know the advantages / disadvantages of each method. Finally, students will be expected to learn the use of data in market research in helping to make business decisions.</td>
<td><strong>1.3.2</strong> Business Revenues, Costs and Profit Students will learn about Revenue, Costs, Profits, understanding the definition and formulas for each. They will be expected to analyse a business’s financial information and using their results make key assumptions about their profitability and future aims. Additional to this they will also learn about Break Even and the importance of this for new businesses in a competitive market place. Interest and Margin of Safety will conclude the unit and students will finish being able to calculate and use all the above topics to analyse a business’s performance and position in the market place. Some knowledge of simple Break-Even charts will also be needed and students will be expected to interpret these diagrams.</td>
<td><strong>1.4.2</strong> Business Location Students will investigate the factors influencing a business location. They will look at competition, cost, technology and customers when making their decisions about which location is appropriate for different types of business.</td>
<td><strong>1.5.2</strong> Technology and Business Students will study the different types of technology that can be used by a business and how they impact productivity, cost and performance. Through this they will identify how technology has an impact on the businesses activities and allows them to develop their competitiveness within a market.</td>
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<td><strong>1.1.3</strong> The Role of Business Enterprise Students will research the role of business enterprise and the purpose of business activity. After having a clear understanding of the purpose of business students will analyse the role of entrepreneurship and what it takes to run a new company.</td>
<td><strong>1.2.3</strong> Market Segmentation This unit looks into how businesses use market segmentation to target customers and the importance of understanding each group and their needs to help develop an effective marketing / advertising campaign.</td>
<td><strong>1.3.3</strong> Cash and Cash Flow Students will learn about the importance of understanding the competitive environment and how competitors can affect a business’s – sales, prices, profits, expansion. Students will learn about the impact of competitor pricing and how this can influence their own pricing strategies.</td>
<td><strong>1.4.3</strong> The Marketing Mix The marketing mix will be studied in detail and students will be taught about each element – product, price, place, promotion – and why all are important for developing an effective marketing campaign. They will investigate how each of the elements of the marketing mix work together and when changes are made to one another is affected. Students will be expected to analyse this at the end and discuss how changes that are made can impact a businesses overall strategy.</td>
<td><strong>1.5.3</strong> Legislation and business Students will study the laws and legislations that affect a business for example – recruitment law, discrimination and health and safety. They will look at the advantages and disadvantages of following these laws and how the legislation can affect their reputation, costs and customer loyalty.</td>
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<td><strong>1.2.4</strong> The Competitive Environment Students will learn about the importance of understanding the competitive environment and how competitors can affect a business’s – sales, prices, profits, expansion. Students will learn about the impact of competitor pricing and how this can influence their own pricing strategies.</td>
<td><strong>1.3.4</strong> Business Location Students will study the different types of business location and how this location is appropriate for different types of business.</td>
<td><strong>1.4.4</strong> The economy and business Students will study what is meant by the economy and how the economic climate can affect a business. They will study recession, boom, slowdown etc. and how sales, customers and competition is affected during each of these periods.</td>
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<td><strong>Revision</strong></td>
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The final term will give students chance to revise key areas of learning studied throughout the year in preparation for their mock examinations. I will also take this opportunity to start the year 11 content.
finding to make assumptions about the business’s performance.

1.3.4 Sources of Business Finance
Students will investigate different sources of finance for a start-up or established small business. They will be expected to suggest and justify different financial options for growth for both new and developed companies.

1.4.4 Business Plans
The unit will finish with students researching the role and importance of a business plan along with what needs to be included in an effective plan. The purpose of planning business activity will be taught and students will be expected to know, discuss and analyse the advantages / disadvantages to business planning.

1.5.5 External Influences
To finish unit 1 students will investigate how influences such as competition and the economy can impact a business’s performance and profit.

Prior knowledge and skills (from previous year / key stage)

- Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, addition, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions.
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Assessment Objectives

- Students will complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years’ exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework’s.
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- Identify how new business ideas come about and the different methods used to develop a business’s product/service.
- Analyse the risks and rewards of starting a new business and the impact this can have on an entrepreneur.
- Investigate the role of business enterprise and the purpose / aims of businesses.
- Research the different customer needs and the importance of understanding a business’s market.
- Analyse the importance of market research for new businesses and the different methods available for businesses when collecting accurate data.
- Identify the role a business’s target market has in its promotional strategy and research the different segments these groups can be split into.
- Evaluate the importance of understanding competition and how competing companies can impact price, sales and survival.
- Identify the different aims and objectives for a new business can set.
- Investigate the importance of calculating revenue and costs when determining a business’s overall profit and performance.
- Identify the different inflows and outflows of running a company and apply this to a cash flow forecast to help determine business performance.
- Evaluate the benefits of drawbacks of the different sources of finance available to new and growing businesses.
- Identify the different start up options for an entrepreneur starting a new enterprise and analyse the benefits and drawbacks of each.
- Investigate the importance of location when developing a competitive advantage in the marketplace.
- Analyse the four sections of the marketing mix and identify how they contribute to a successful marketing strategy.
- Develop our knowledge of business planning and the impact this can have on a business’s survival.
- Investigate the different stakeholder groups that can affect a business’s operations and determine the objectives of each group.
- Analyse the impact of technology on business and how this has affected / changed the marketplace.
- Evaluate the importance of legislation on a business and understand the benefits / drawbacks of following these laws.
- Identify how different economic factors can have a direct impact on business performance.
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<th>Market Research</th>
<th>Focus Group</th>
<th>Market Share</th>
<th>Unlimited Liability</th>
<th>Stakeholders</th>
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<tr>
<td>Revenue</td>
<td>Cheque</td>
<td>Profit</td>
<td>Limited Liability</td>
<td>Ethics</td>
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<tr>
<td>Good/Service</td>
<td>Assets</td>
<td>Financial</td>
<td>Sole Trader</td>
<td>Conflict</td>
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<td>Cash Flow</td>
<td>Social Objectives</td>
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<tr>
<td>Revenue</td>
<td>Aim</td>
<td>Non-Financial</td>
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<td>Ethics</td>
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<td>Market Share</td>
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<td>Obsolete</td>
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<td>Overheads</td>
<td>Franchise</td>
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<tr>
<td>Product / Service</td>
<td>SWOT Analysis</td>
<td>Insolvent</td>
<td>Franchisee</td>
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<td>Involvent</td>
<td>Business Plan</td>
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<td>Trade Credit</td>
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<td>Marketing Mix</td>
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**Mid-Point Assessment kWh**

**Assessment 1**

**Links with English:**
- Some extended writing Point, Evidence, Explain, Evaluate
- Sentence Stems (studied in year 10)
- Key structural features of the different forms (studied in year 10)
- Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences.

**Cross Curricular Links with other Faculties**

**Links with Food Tech:**
Food technology – service for hospitality is studied in year 10.

**Assessment 2**

**Links with Maths:**
- Calculations
- Multiplication
- Division
- Subtraction
- Calculating Percentages
- Exchange Rates
- Ordering and rounding decimals, ratio and proportion with decimals. (studied in year 9)
- Expanding brackets, rearranging and factorising equations.
- Linear sequences including the nth term. Straight line graphs. (studied in year 9)
- Use scale factors, scale diagrams and maps (studied in year 8) – break even charts

**Links with PHSE**
- Focus – Careers; Professions – law, medicine, accountancy etc.
- Outcome – Pupils understand the variety of professional careers available to them; pupils understand what is required (links with the financial topic and possible career paths).

**Assessment 2 kWh**

**Links with English:**
- Some extended writing Point, Evidence, Explain, Evaluate
- Sentence Stems (studied in year 10)
- Key structural features of the different forms (studied in year 9)
- Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences.

**Links with PHSE**
- Focus – Careers; self-employment, running your own business
- Outcome – Pupils understand self-employment as a career option; pupils understand the basics of setting themselves up as a business or self-employed.

**Cross Curricular Links with other Faculties**

**Links with Computing:**
- Strong links to Computing as students learn about key stakeholders in Computing. Stakeholder is taught in Computing during the previous half-term.
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<th>Extra-Curricular Offer</th>
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<td>Saturday School Revision Club (Selected Saturdays)</td>
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<td>Lunchtime Revision Catch Up</td>
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