

St Mary's CE High School Curriculum Map 2023-24

Business GCSE Year 10



Intent:

Give students the opportunity to explore real business issues and how businesses work.

Provide students with the knowledge, understanding and skills necessary to prepare them for employment or higher education

gives learners the opportunity to gain a broad understanding and knowledge of a vocational sector

Support progression into a more specialised level 3 vocational or academic course, apprenticeship and work

	Autumn 1a Theme 1 – Topic 1.1 Enterprise and entrepreneurship Topic 1.2 Spotting a business opportunity	Autumn 1b Topic 1.3 Putting a business idea into practice	Spring 2a 1.4 Making the business effective	Spring 2b 1.5 Understanding external influences on businesses	Summer 3a 1.5 Understanding external influences on businesses (cont.)	Summer 3b Theme 2: 2.1 Growing the business
CONTENT	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 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	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	1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business	1.5.5 External influences Revision and assessment of Theme 1.	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business
Skills	Decision making, investigating and research, critical thinking, and literacy	Decision making, Data analysis, investigating and research, critical thinking, and literacy	Data analysis, decision making, investigating and research, critical thinking, and literacy	Decision making, investigating and research, critical thinking, and literacy	Data analysis, creativity, decision making, investigating and research, critical thinking, literacy and numeracy	Creativity, independent thinkers, decision making, investigating and research, critical thinking, and literacy

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Key Questions	<p>Why do new business ideas come about? How do new business ideas come about? What is the risk and reward on business activity? What is the role business enterprise? What is the purpose of business activity? What is the role of entrepreneurship? What are customers needs? Why is it important to identify and understand customer needs? What is the purpose of market research? How do businesses use market segmentation to target customers? How does the competitive environment impact business decision making?</p>	<p>What are business aims and business objectives? How is revenue and costs calculated? How can you calculate profit and loss? Can you interpret a break-even diagram? How will changes in costs/revenue impact the break even for a business? Why is cash important to a business? What sources of finance are available for a start-up or established small businesses?</p>	<p>What is the concept of limited liability? What are the different types of business ownership available for start-ups? What factors influence business location? What is the marketing mix? How do the elements of the marketing mix work together? What is the role of the business plan? Why is the business plan important?</p>	<p>Who are the stakeholders for a business? What are their different objectives? How might stakeholders impact business activity? What different types of technology might a business use? How might technology influence business activity? What impact does the economic climate have on business activity?</p>	<p>How do external factors influence businesses? How important are external influences on business?</p>	<p>Explain methods of business growth and their impact? What types of ownerships are available for a growing business? What sources of finance are available for a growing business? Why do business aims and objectives change as the business evolves? How does globalisation impact business activity? What barriers are there for international trade? How do businesses compete internationally? What is the impact of ethical and environmental considerations on a business?</p>
Assessment	<p>Multiple choice and short written response question. Assessment of topic 1.1 and 1.2.</p>	<p>Multiple choice and short written response question. Assessment of topic 1.1, 1.2 and 1.3.</p>	<p>Multiple choice and short written response question. Assessment of topic 1.1, 1.2, 1.3 and 1.4.</p>	<p>Multiple choice and short written response question. Assessment of topic 1.1, 1.2, 1.3 1.4 and 1.5</p>	<p>Multiple choice and short written response question. Year 10 PPE: Assessment of Theme 1</p>	<p>Multiple choice and short written response question. Assessment of topic 2.1</p>

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