

**Computing, IT, Business and Economics Faculty**  
**Curriculum Map for Business KS4 (10)**

**Year 10**

<p><b>Statement of Intent</b></p>	<p><i>Theme 1; students will be introduced to small business by investigating the nature of the setup of a small business. Concentrating on the key business concepts, issues and skills involved.</i></p> <p><i>In addition, the ongoing running of a small business.</i></p> <p><i>Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.</i></p> <p><i>Students must understand how these functional areas influence business activity and how interdependencies and relationships between them underpin business decisions. Teaching approaches to the content must reflect this.</i></p> <p><i>It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business.</i></p>
<p><b>Term 1</b></p>	<p><b>Topic: Enterprise and entrepreneurship</b></p> <p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of Entrepreneurship.</p> <p>What's included:</p> <ul style="list-style-type: none"> <li>• Different types of enterprises</li> <li>• The role of an entrepreneur</li> <li>• Skills involved in being an entrepreneur</li> <li>• How do businesses come from entrepreneurial thinking? (Innovation and Invention)</li> <li>• Understanding business Risks and rewards.</li> <li>• Adding value</li> </ul> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. The story of an entrepreneur- create a mind map with an entrepreneur as the focus and students have to answer set questions.</li> <li>2. Adding value Homework- Branding adds value, list three well-known brands and answer the three questions set.</li> </ol>
<p><b>Term 2</b></p>	<p><b>Topic: Spotting a business opportunity</b></p> <p>students will explore how new and small businesses identify opportunities through understanding customer needs and conducting Market research. They will also focus on understanding the competition.</p> <p>What's included:</p> <ul style="list-style-type: none"> <li>• Identifying customer needs</li> <li>• Why is important to understand customer needs</li> </ul>

	<ul style="list-style-type: none"> <li>• What types of research is done regarding market research (Primary, secondary, Qualitative and Quantitative)</li> <li>• Effective market research (Reliability and Validity)</li> <li>• Market Segmentation</li> <li>• Competitive environments</li> <li>• Competition and business decision making</li> </ul> <p><b>Assessment</b> First lesson of the term is the Unit 1.1 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Customer needs Homework- Assess the four criteria for customer needs on a scoring basis and conclude why you tough thought the one with the highest score won.</li> <li>2. Market research Homework - analysing the reviews that are online to determine whether they are reliable and viable.</li> </ol>
<p><b>Term 3</b></p>	<p><b>Topic: Putting a business idea into practice</b> This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial Aspects. What's included:</p> <ul style="list-style-type: none"> <li>• Set out Aims and objectives</li> <li>• Financial objectives and non-financial objectives</li> <li>• Business revenues and costs (Fixed and Variable)</li> <li>• Profit or Loss (Calculations and definitions)</li> <li>• Calculations of interest on loans (Calculations and definitions)</li> <li>• Break-even (Calculations and definitions)</li> <li>• Calculating Cash flow (Inflows and Outflows)</li> <li>• Importance and impacts of/on cash flow</li> <li>• Sources of Finance (Short term and Long term, Internal and External)</li> </ul> <p><b>Assessment</b> First lesson of the term is the Unit 1.2 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Revenue, Cost, profit recap homework- Case study provided, and the students have to answer the five questions below.</li> </ol>

	<p>2. Break Even Homework- Case study included, students have to use the information to calculate the breakeven of a business and plot it.</p>
<p><b>Term 4</b></p>	<p><b>Topic: Making the business effective</b>  students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the Business plan.  What include:</p> <ul style="list-style-type: none"> <li>• Types of business (PLC, LTD, Sole trader)</li> <li>• Types of business Ownership.</li> <li>• Franchising (Positive and Negatives)</li> <li>• Business Location (Market, Materials, Transport, Competitors and labour)</li> <li>• Marketing mix (Product, Place, Promotion and Price)</li> <li>• Technological impact on the marketing mix.</li> <li>• Why do businesses need a business plan</li> <li>• What is included in a business plan?</li> </ul> <p><b>Assessment</b>  First lesson of the term is Unit 1.3 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Biz Ownership- Crossword that has key business terms included regarding the module.</li> <li>2. Marketing Mix Map- using a side of A4 paper, I want the students to make a poster explaining how a business of their choosing uses the 4 elements of the marketing mix.</li> </ol>
<p><b>Term 5</b></p>	<p><b>Topic: Understanding external influences on business</b>  Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.  What's included:</p> <ul style="list-style-type: none"> <li>• What's the difference between a stakeholder and a shareholder</li> <li>• Identify what a stakeholder is and who they are.</li> <li>• Political (local community, Council and Government)</li> <li>• Economical (supply and demand, inflation, interest rates)</li> <li>• Social (social trends of people change)</li> <li>• Technological (positives, negatives, impact)</li> <li>• Legal (consumer law, employment law)</li> </ul>

	<ul style="list-style-type: none"> <li>• Environmental</li> </ul> <p><b>Assessment</b> First lesson of the term is Unit 1.4 test. A second lesson is needed to go through, review the test paper, and allow the students to go through their WWW, HTI and MACs.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Stakeholders - set a case study for a single element of pestle and set questions on the impact it has on a business.</li> <li>2. Provide a SWOT analysis for a business of their choosing regarding its stakeholders. Can be a PowerPoint or a Poster. (Template can be provided).</li> </ol>
<p><b>Term 6</b></p>	<p><b>Topic: Understanding external influences on business</b> Students are going to be expanding on the stakeholder and Pestle model of a business. This relates to External factors that affect a business. This is going into:</p> <ul style="list-style-type: none"> <li>• Positive and negative effects of stakeholders</li> <li>• Swot (Strengths, Weaknesses, Opportunities and Threats) of the stakeholders</li> </ul> <p><b>Assessment</b> Students will also use this time to revise for their mock exams in the closing weeks of the term. This will be a full mock paper of the year so far.</p> <p><b>Homework:</b></p> <ol style="list-style-type: none"> <li>1. Retrieval practice tasks</li> </ol>