



Year 10 Curriculum Overview

Rationale:

GCSE Business students have 5 lessons over a two-week timetable. Year 10 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In Year 10, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. 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. Students must understand how these interdependencies and relationships underpin business decisions. Teaching approaches to the content must reflect this

Term/Length of Time	Outline	Assessment/Teacher Feedback Opportunities	Homework and Literacy resources
Autumn 1	<p>Topic 1.1 Enterprise and entrepreneurship. 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>Critical thinking – cognitive skills such as analysing, synthesising and reasoning skills.</p> <p>ICT literacy – access, manage, integrate, evaluate, construct and communicate,</p> <p>Exam technique and structure.</p>	<p>Numeracy assessment to assess student numeracy ability. 30 minutes.</p> <p>Introduction of 3 mark questions and key terms.</p> <p>End of Topic 1.1 assessment, 28 minutes, will include 3 mark questions and definitions. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a</p>	<p>Start revision resources, these will be introduced in lesson where students will look at revision techniques. 3-mark question must include 2 linked strands. PEI; Point, Explain and Impact (business) All business students need to Learn key terms and Complete stated PEIs for topic 1.1.</p> <p>Complete Practice exam questions from recommended Pearsons revision workbook also available on the school Portal for topic 1.1.</p> <p>Videos to support understanding knowledge and content to support Topic BBC Bitesize Topic 1.1 - https://www.bbc.co.uk/bitesize/topics/zb7kcqt</p> <p>Two Teachers Videos https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources</p>

	Wider development – Weekly News on Business and the economy.	mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.	<ul style="list-style-type: none"> Review the Swoon Editions case study, available on the Pearson GCSE (9-1) Business webpage Review the Swoon Editions case study, available on the Pearson GCSE (9-1) Business webpage Optional activity for Topic 1. Mini investigation into a local business for one content area, for example: added value or entrepreneurs. <ul style="list-style-type: none"> Added value: What is the most significant source of added value for the business you have chosen? Entrepreneurs: What has been the most important enterprise skill required by the owner of a local business?
Autumn 1	<p>Topic 1.3 Putting a business idea into practice: This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. Students learn out sources of finance available to new business and implications.</p> <p>Small businesses need finance for a range of reasons. Students need to be aware of the difference between short-term and long-term sources of finance</p> <p>Short – term, overdraft and trade credit.</p> <p>Long-term sources of finance for small businesses are personal savings, venture capital, share</p>	<p>End of Topic 1.3 Assessment</p> <p>Calculations & Interleaving questions from Topic 1.1, 37 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application.</p> <p>Students will receive a mark and GCSE grade as well as written feedback.</p> <p>Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>All business students need to Learn key terms for Topic 1.3 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 1.3.</p> <p>Videos to support understanding knowledge and content to support Topic 1.3 Putting a business idea into practice:</p> <p>BBC Bitesize Topic 1.3 - https://www.bbc.co.uk/bitesize/topics/zdnmqp3</p> <p>Two Teachers Videos https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources</p> <p>Optional activity for Topic 1.3. Mini investigation into a local business for one content area, for example: cash-flow.</p>

	<p>capital, loans, retained profit and crowd funding.</p> <p>The concept and calculation of, Revenue, Fixed and variable costs, Total costs, Profit and loss and Interest.</p> <p>Interpretation of break-even diagrams and calculations Calculation and interpretation of cash-flow forecasts.</p> <p>Numeracy Skills Collaborative problem solving – establishing and maintaining shared understanding.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>		<p>Cash-flow: To what extent is cash-flow forecasting important to the survival of the business you have chosen? Alternatively, complete a personal finance activity, such as investigating bank accounts.</p> <p>Research examples of crowd funding providers, such as through www.crowdcube.com, where real business case studies can be viewed. Students should be able to compare the advantages and disadvantages of different types of finance.</p>
Autumn 2	<p>1.2 Spotting a business opportunity. 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. The purpose of market research to inform business decisions enables students to practice</p>	<p>End of topic 1.3 assessment with focus on Sources of finance, 36 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as</p>	<p>All business students need to Learn key terms for Topic 1.3 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions. Complete Practice exam questions from Edexcel Business revision workbook on Topic 1.2.</p> <p>Complete questionnaire on your chosen business, you will be given the opportunity to prepare graphs and analyse your research in lesson.</p> <p>Videos to support understanding knowledge and content to support 1.2 Spotting a business opportunity.</p>

	<p>quantitative skills. The role of social media in collecting market research data introduces students to a range of technology and allows modern methods of market research. The importance of the reliability of market research data allows students to consider the limitation of quantitative and qualitative data in making business decisions.</p> <p>Students will explore how businesses use market segmentation to target customers. Students need to understand the competitive environment and impact of competition on business decision making.</p> <p>Collaborative problem solving – establishing and maintaining shared understanding.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p> <p>Introduction to 6 Mark questions with application to Business Case study.</p> <p>Constructing 5 linked strands to complete a 6 mark question.</p>	<p>BBC Bitesize Topic 1.2 - https://www.bbc.co.uk/bitesize/topics/zdnmqp3</p> <p>Two Teachers Videos https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources Optional activity for Topic 1.2. Mini investigation into a local business for one content area, for example: market research or market mapping. Market research: What is the most important way that the business you have chosen could improve its collection of market research data? Market mapping: How useful is market mapping in helping the business you have chosen to identify the key features of its market?</p>
Spring 1	Topic 1.4 Making the business effective.	Types of business ownership for start-ups assessment, 40 minutes.	All business students need to Learn key terms for Topic 1.3 and Complete stated PEIs for each sub topic that is taught in lessons.

	<p>Students will explore a range of factors that impact on the success of the business.</p> <p>Students will learn The concept of limited liability and the implications for the business owner(s) of limited and unlimited liability.</p> <p>The types of business ownership for start-ups will be researched including sole trader, partnership, private limited company and a franchise operation.</p> <p>Students will investigate factors influencing business location.</p> <p>Students will learn why the role business plan is important to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix.</p> <p>Communication – active listening Systems thinking – decision making and reasoning.</p> <p>Exam technique and structure.</p>	<p>This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p> <p>Year 9 Mock - Topic 1 – Topic 4, 45 minutes.</p> <p>This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 1.4.</p> <p>Videos to support understanding knowledge and content to support Topic 1.4 Making the business effective.</p> <p>BBC Bitesize Topic 1.4 - https://www.bbc.co.uk/bitesize/topics/zdnmqp3</p> <p>Two Teachers Videos https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources</p> <p>Optional activity for Topic 14. Mini investigation into a local business for one content area, for example: location decisions or one element of the marketing mix.</p> <p>Location decisions: What would be the most suitable location for a small business to start up in your local area?</p> <p>Marketing mix: What is the most important way in which the business you have chosen could improve the promotion element of its marketing mix?</p>
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	Wider enrichment opportunities – Weekly News on Business and the economy		
Spring 1	<p>Topic 2.2 Making marketing decisions. Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. This will include Product design and Product Life Cycle.</p> <p>Students will learn about appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers and branding.</p> <p>Students will explore methods of distribution: such as retailers and e-tailers (e-commerce).</p> <p>Systems thinking – decision making and reasoning.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>End of Topic 2.2, 38 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding on the topic 2.2 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p> <p>Year 10 Mock - (Theme 1) Paper 1, 90 minutes. The Business mock will be completed under formal supervision within an allocated time. The questions will assess students knowledge and understanding on all sub topics within Theme 1. Students will receive a</p>	<p>All business students need to Learn key terms for Topic 2.2 and Complete stated PEIs for each sub topic that is taught in lessons. . PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook Topic 2.2</p> <p>Videos to support understanding knowledge and content to support Topic 2.2 Making marketing decisions. BBC Bitesize Topic 2.2 - https://www.bbc.co.uk/bitesize/topics/zdnmgrp3 Two Teachers Videos https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources Optional activity for Topic 2.2. <i>Watch The Apprentice</i> video – Branding a cereal' (Season 5 Episode 5) or 'Branding a Trainer' (Season 3 Episode 8). Write a paragraph on how they can be applied to content learnt in lessons</p> <p>Watch both videos; do you think the advert works for both countries and cultures? Write a response.</p> <ul style="list-style-type: none"> • https://www.youtube.com/watch?v=klK7fcjsnaM (Chinese version of Lindt advert) • https://www.youtube.com/watch?v=DBhzOentaCs (English version of Lindt advert)

		mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.	
Spring 1 & 2	<p>Topic 1.5 Understanding external influences on business. Students are introduced to a range of external 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 and introducing the idea that some factors beyond the business can impact on the business.</p> <p>Students learn about Different types of technology used by business such as; E-commerce, Social media, Digital communication and Payment systems and how technology influences business activity.</p> <p>Consolidation of topic content in Theme 1 and development of exam technique and skills.</p>	<p>Introduction of 9 mark exam questions. 9 mark exam question assessment 20 minutes . This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p> <p>End of Topic 1.5 Assessment, 40 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and</p>	<p>All business students need to Learn key terms for Topic 1.3 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions. Complete Practice exam questions from Edexcel Business revision workbook on Topic 1.5.</p> <p>Videos to support understanding knowledge and content to support Topic 1.5 Understanding external influences on business:</p> <ul style="list-style-type: none"> • BBC Bitesize Topic 1.5 - https://www.bbc.co.uk/bitesize/topics/zdnmqp3 • Two Teachers Videos https://www.twoteachers.co.uk/videos <p>Optional homework tasks and Literacy resources Optional activity for Topic 1.5. Mini investigation into a local business for one content area, for example: stakeholders or the economy. Stakeholders: Who are the main stakeholders for the business you have chosen? What are their objectives and how are they different? The economy: To what extent have recent changes in the level of economic activity affected the business you have chosen?</p>

	<p>Relationship-building skills – teamwork, expert thinking, metacognition, creativity.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>understanding on the topic 1.5 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	
Summer 1 & 2	<p>Topic 2.1 Growing the business. Students will be introduced to methods of internal, external growth and how and why business aims and objectives change as businesses evolve. The types of business ownership and sources of finances for growing businesses. Students explore the impact of globalisation and the ethical and environmental questions facing businesses. Students will learn how businesses compete internationally with the use of internet and e-commerce. How business must change the marketing mix to compete internationally.</p> <p>Taking appropriate action, establishing and maintaining</p>	<p>Interleaving assessment Topic 2.1 Growth, 35 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding topic 2.1 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>All business students need to Learn key terms for Topic 2.1 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 2.1.</p> <p>Videos to support understanding knowledge and content to support Topic 2.1 Growing the business. BBC Bitesize Topic 2.1 - https://www.bbc.co.uk/bitesize/topics/zdnmqp3</p> <p>Two Teachers Videos –Video on organic and inorganic https://www.twoteachers.co.uk/videos</p> <p>Optional homework tasks and Literacy resources Optional activity for Topic 2.1. Research Shrinkflation, what products have been affected and what has the impact been on consumers. https://www.theguardian.com/business/2022/may/19/shrinkflation-</p>

	<p>team organisation. Analysing, synthesising and reasoning skills. Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>		<p>bites-popular-food-brands-quietly-downsize-while-charging-same-price-or-more</p>
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