



Y10 BUSINESS - CURRICULUM PLANNING SEQUENCE

Subject	Year	Term	Big Ideas	Topics	Subject Learning Checklist
		Term 1 - 35hrs	I.1 Enterprise and Entrepreneurship	1.1.1 The dynamic nature of business	Why new business ideas come about: <ul style="list-style-type: none"> Changes in technology Changes in what consumers want Products and services becoming obsolete How new business ideas come about: <ul style="list-style-type: none"> Original ideas Adapting existing products/services/ideas
				1.1.2 Risk and reward	The impact of risk and reward on business activity: <ul style="list-style-type: none"> Risk: business failure, financial loss, lack of security Reward: business success, profit, independence
				1.1.3 The role of business enterprise	The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> To produce goods or services To meet customer needs To add value: convenience, branding, quality, design, unique selling points The role of entrepreneurship: <ul style="list-style-type: none"> An entrepreneur: organises resources, makes business decisions, takes risks
			Topic 1.2 Spotting a business opportunity	1.2.1 Customer needs	Identifying and understanding customer needs: <ul style="list-style-type: none"> What customer needs are: price, quality, choice, convenience The importance of identifying and understanding customers: generating
				1.2.2 Market research	The purpose of market research: <ul style="list-style-type: none"> To identify and understand customer needs To identify gaps in the market To reduce risk To inform business decisions Methods of market research: <ul style="list-style-type: none"> Primary research: survey, questionnaire, focus group, observation Secondary research: internet, market reports, government reports The use of qualitative and quantitative market research data The use of data in market research: <ul style="list-style-type: none"> Qualitative and quantitative data The role of social media in collecting market research data The importance of the reliability of market research data
				1.2.3 Market segmentation	How businesses use market segmentation to target customers: <ul style="list-style-type: none"> Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition
				1.2.4 The competitive environment	Understanding the competitive environment: <ul style="list-style-type: none"> Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service The impact of competition on business decision making
			I.3 a Business Idea Into Practice	1.3.1 Business aims and objectives	What business aims and business objectives are Business aims and objectives when starting up: <ul style="list-style-type: none"> Financial aims and objectives: survival, profit, sales, market share, financial Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control Why business aims and objectives differ between businesses
				1.3.2 Business revenues, costs and profits	The concept and calculation of: <ul style="list-style-type: none"> Revenue Fixed and variable costs Total costs Profit and loss Interest Break even level of output Margin of safety Interpretation of break even diagrams: <ul style="list-style-type: none"> The impact of changes in revenue and costs Break even level of output Margin of safety Profit and loss
				1.3.3 Cash and cash-flow	The importance of cash to a business: <ul style="list-style-type: none"> To pay suppliers, overheads and employees

Term 2 - 30 hrs		Term 3 - 30 hrs	
I.3 Putting			<ul style="list-style-type: none"> To prevent business failure (insolvency) The difference between cash and profit Calculation and interpretation of cash-flow forecasts: <ul style="list-style-type: none"> Cash inflows Cash outflows Net cash flow Opening and closing balances
	I.3.4 Sources of business finance		Sources of finance for a start-up or established small business: <ul style="list-style-type: none"> Short-term sources: overdraft and trade credit Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding
	I.4.1 The options for start-up and small businesses	I.4 Making the Business Effective	The concept of limited liability: <ul style="list-style-type: none"> Limited and unlimited liability The implications for the business owner(s) of limited and unlimited liability The types of business ownership for start-ups: <ul style="list-style-type: none"> Sole trader, partnership, private limited company The advantages and disadvantages of each type of business ownership The option of starting up and running a franchise operation: <ul style="list-style-type: none"> The advantages and disadvantages of franchising
	I.4.2 Business location		Factors influencing business location: <ul style="list-style-type: none"> Proximity to: market, labour, materials and competitors Nature of the business activity The impact of the Internet on location decisions: e-commerce and/or fixed premises
	I.4.3 The marketing mix		What the marketing mix is and the importance of each element: <ul style="list-style-type: none"> Price, product, promotion, place How the elements of the marketing mix work together: <ul style="list-style-type: none"> Balancing the marketing mix based on the competitive environment The impact of changing consumer needs on the marketing mix The impact of technology on the marketing mix: e-commerce, digital communication
I.4.4 Business plans	The role and importance of a business plan: <ul style="list-style-type: none"> 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 The purpose of planning business activity: <ul style="list-style-type: none"> The role and importance of a business plan in minimising risk and obtaining finance 		
I.5 Understanding External Influences on Business	I.5.1 Business stakeholders		Who business stakeholders are and their different objectives: <ul style="list-style-type: none"> Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government Stakeholders and businesses: <ul style="list-style-type: none"> How stakeholders are affected by business activity How stakeholders impact business activity Possible conflicts between stakeholder groups
	I.5.2 Technology and business		Different types of technology used by business: <ul style="list-style-type: none"> e-commerce Social media Digital communication Payment systems How technology influences business activity in terms of: <ul style="list-style-type: none"> Sales Costs Marketing mix
	I.5.3 Legislation and business		The purpose of legislation: <ul style="list-style-type: none"> Principles of consumer law: quality and consumer rights Principles of employment law: recruitment, pay, discrimination, and health and safety The impact of legislation on businesses: <ul style="list-style-type: none"> Cost Consequences of meeting and not meeting these obligations
	I.5.4 The economy and business		The impact of the economic climate on businesses: <ul style="list-style-type: none"> unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates

				1.5.5 External influences	The importance of external influences on business: · Possible responses by the business to changes in: technology, legislation, the economic climate
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