

Subject :	Business	Year Group:	10
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	J2J	Half Term 1 Sept- Oct	Half Term 2 Oct-Dec	Half Term 3 Jan- Feb	Half Term 4 - Feb- April	Half term 5 April - June & J2J
Scheme title	Business 1.1	Business 1.2	Business 1.3	Business 1.4	Business 1.5	Business 2.1
Knowledge in sequence	<ul style="list-style-type: none"> •Students will learn about the difference between a good and a service and think of real examples from the world of business •Students need to be able to identify how new ideas come about and what causes business to be dynamic •Students will explore the link between the concepts of risk and reward, they should consider what some of the risks are as well as what the rewards might be. Research of an individual here is good. •Students should explore the role of businesses and consider the benefits they bring. 	<ul style="list-style-type: none"> •Students should be able to identify the main different types of customer need – price, quality, convenience, choice •Booking at primary and secondary research students need to be able to identify methods of each type and be able to explain the pros and cons of the types of research •Students need to identify different types of market segmentation and why it is important to target specific groups •An introduction to SWOT analysis and market mapping rounds off the unit. Students should understand the concepts and drawing them out is a useful way to explore the concepts 	<ul style="list-style-type: none"> •Students should learn about setting appropriate aims and objective+D8s and how these may change as a business grows •Students need to be confident in calculation of total costs, revenue and profit. •Students should learn what breakeven is, why it is important and how to calculate it. They will also need to be able to identify breakeven from a graph although drawing a graph isn't required it can sometimes help to understand them fully. •Students need to know what cash flow is and how it is different to profit – they should be able to make calculations but also answer written questions on this theory •Interest rates looks at the cost of borrowing rather than the reward for saving – this can be covered in economics unit 1.5 	<ul style="list-style-type: none"> •Students should know what liability is and how it can affect a business owner – they need to know what type of liability each ownership has •Students should understand the pros and cons of operating a business under each of the types of ownership •Students will be able to assess different factors that could influence the choice of business location – they should be able to say why location might be different for different industries or sizes of business •Students need to have a basic understanding of all four elements of the marketing mix – product price promotion and place •Students should know why it is useful to create a business plan and learn about the contents of one 	<ul style="list-style-type: none"> •Students should be able to recognise who key stakeholders are within a business, they should recognise that they might have different objectives and that these could cause conflict for a business •Students need to learn how different laws can affect a business – minimum wage, consumer rights etc. •Students need to understand the basic economic idea of the business cycle and which businesses do well when •Students need to be able to tell the difference between an import and an export and be able to calculate an exchange rate. Understanding the impact of a high and low exchange rate is also important. •Students should be able to recognise key external influences on a business and explain what types of taxes governments would require them to pay 	<ul style="list-style-type: none"> •Students will learn about the benefits of business growth and expanding globally. They will explore how businesses can become PLC's and use share capital to fund growth. They should also understand how businesses set aims and objectives and how these may change in periods of success and difficulty becoming more ambitious or conservative as necessary. •Students learn about the ways a business can grow through organic or inorganic means. They will discuss the pros and cons of methods such as takeovers and mergers vs the slower organic route. They should also recognise which businesses could afford to use such methods. •Students should consider how a product may have to be adapted for a global market as well as the difficulties and benefits that operating globally could bring. They will build on their knowledge of the 4p's and explain why things such as price may have to be changed to meet the needs of developing markets. •Students will look at how businesses
Skills	Developing exam technique with the use of the BLT structure Students should use the concepts of added value and USP's when looking at case studies and analysing businesses throughout the course.	Developing exam technique with the use of the BLT structure Market research and understanding customer needs is a key concept which can be used when considering many case studies.	Reading graphs is a skill needed in both themes. Concept of cash flow management can be linked with a lot of topics when it comes to looking at how a business is managing costs. The idea of business aims and objectives can be useful when considering a judgment one way or another – are there any aims you could link one option to? Interest rates are revisited in 1.5.	Developing exam technique with the use of the BLT structure Marketing mix is revisited in more detail at the start of theme 2 A case study in either theme could provide information about the type of business ownership it has Twelve-mark questions can ask students to consider how concepts could affect the overall marketing mix of a business	Developing exam technique with the use of the BLT structure Stakeholders and pressure groups will be looked at when examining business ethics in 2.1 Technology and business is covered early in theme one and the use of social media is useful when looking at the marketing mix in theme 2	Developing exam technique with the use of the BLT structure Marketing mix Market research to understand customer needs Different forms of business and the benefits of branding are also covered in theme 1
Key Words	Adding Value Brand Business Opportunity Consumer Dynamic Market E-commerce Entrepreneur Failure Good Intuition M-commerce Market Share Need Obsolete Rewards Risk Service Technology Change USP (Unique Selling Point) Want	Customer Needs Demographics Focus group Gap in the market Market Mapping Market Research Market segmentation Observations Primary Research Qualitative Data Quantitative Data Questionnaires Secondary Research Survey SWOT	Asset Breakeven point Cash Inflows Cash outflows Cashflow Crowd Funding Fixed Costs (FC) Independence Interest Loans Margin of Safety Net cash flow Opening Balance Overdraft Profit Retained Profit Revenue Share Capital Social Objectives Total Costs (TC) Trade Credit Variable Costs (VC) Venture Capital	Aims Brand Loyalty Business Plan Digital Communications Franchise Franchisee Franchisor Incorporated Limited Liability Marketing Mix Objectives Partnership Place Price Private Limited Companies (Ltd) Product Promotion Shareholder Shareholder Sole Trader Unlimited Liability	Consumer Rights Consumer Law Digital Communication Discrimination Ethics Exchange Rates Exports Imports Inflation Interest Rates Legislation Minimum Wage Payment Systems Pressure Groups Shareholders Social Media Suppliers Taxation	Merger Takeover Public Limited Company Multinational Dividends Stock Market Flotation Stock Exchange Globalisation Imports Exports Tariff Protectionist measure Trading bloc Ethics Stakeholder Trade-off Sustainability Pressure group Boycott
End Point	Assessment 1.1	Cumulative assessment 1.1 & 1.2	Cumulative assessment 1.1- 1.3	Assessment 1.4	Paper 1 full paper GCSE	Assessment 2.1
Assessment method	Mid-point assessment -key terms test Final assessment on 1.1	Mid point key words and three mark questions Final assessment on 1.2	Mid point formulas assessment Final assessment on 1.3	Creation of a business plan Final assessment on 1.4	Mid-point assessment 9 marker on stakeholder conflict Final assessment on 1.5	Mid-point assessment 9 marker on business ethics Final assessment on 2.1