

Business Studies Curriculum Overview

Year 10 – Theme 1: Investing in a Small Business

	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5
Topic(s)	1.1 Enterprise and entrepreneurship 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	1.2 Spotting a business opportunity 1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	1.3 Putting a business idea into practice 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 Making the business effective 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 Understanding external influences on business 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
Topic Objectives	This topic introduces the dynamic nature of business in relation to how and why business ideas come about. It also explores the impact of risk and reward on business activity and the role of entrepreneurship.	This topic explores how new and small businesses identify opportunities through understanding customer needs and conducting market research. It also focuses on understanding the competition.	This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	This topic explores a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	This topic introduces a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. The focus is on how businesses respond to these influences.
Acquired Knowledge/ Skills	<ul style="list-style-type: none"> Why new business ideas come about How new business ideas come about 	<ul style="list-style-type: none"> Identifying and understanding customer needs The purpose of market research 	<ul style="list-style-type: none"> What business aims and objectives are The importance of cash to a business 	<ul style="list-style-type: none"> The concept of limited liability The types of business ownership for start-ups 	<ul style="list-style-type: none"> Who business stakeholders are and their different objectives

	<ul style="list-style-type: none"> • The impact of risk and reward on business activity • The role of business enterprise and the purpose of business activity • The role of entrepreneurship 	<ul style="list-style-type: none"> • Methods of market research • The use of data in market research • Understanding the competitive environment • How businesses use segmentation to target customers 	<ul style="list-style-type: none"> • Calculation and interpretation of cash-flow forecasts • The concept and calculation of revenue, costs, profit and loss, interest, break-even level of output and margin of safety • Interpretation of break-even diagrams 	<ul style="list-style-type: none"> • The option of starting up and running a franchise operation • Factors influencing business location • What the marketing mix is and the importance of each element • How the elements of the marketing mix work together 	<ul style="list-style-type: none"> • Stakeholders and businesses • Different types of technology used by businesses • How technology influences business activity • The impact of legislation on businesses • The impact of the economic climate on business • The importance of external influences on business
Assessments	Unit 1 end of topic test	Unit 2 end of topic test	Unit 3 end of topic test	Unit 4 end of topic test	Unit 5 end of topic test Mock exams
Other Links (e.g. SMSC, FBV, Greener Curriculum)	Customer wants Market research links to maths with statistics collected	Decision making Finance links to maths	Finance links to maths Graph analysis links to maths	Technology within the workplace Stakeholders – pressure groups Environmental issues Principles of law Economy Unemployment and inflation Interest rates and exchange rates	