



Year 10 Business Curriculum Summary



YEAR GROUP: Year 10 Learning Map

SUBJECT: GCSE Business

When?	Understanding	Knowledge	Assessment
<p>Autumn Half Term 1</p>	<p>Learners need to understand the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit.</p> <p>At the heart of business activity is enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives. These objectives often adapt as businesses grow and as the market and competitive environment in which they operate changes.</p> <p>Business organisations vary in size and ownership and operate in</p>	<p>This should include the titles of the various units</p> <ul style="list-style-type: none"> • The nature of business activity • Providing goods and services • Business Enterprise • Business Planning • Business Ownership <p>What will the students produce</p> <ul style="list-style-type: none"> • Practice exam style questions • End of topic questions • Marked work in line with school policy. • Example style answers to see how the examiner awards full marks. 	<p>Formal assessment</p> <ul style="list-style-type: none"> • Students are assessed through homework task; every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment



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	<p>local, national and global contexts. Businesses have many stakeholders who are affected by business activity and can also impact on business behaviour.</p>	<p>What will the students know:</p> <p>What is business, why and how businesses start?</p> <p>What is meant by the term enterprise and an entrepreneur.</p> <p>Why do entrepreneurs create a business plan?</p> <p>Why is it important for business to know their revenue, costs and profit?</p> <p>The nature of goods and Services</p> <p>Key vocabulary: https://www.eduqas.co.uk/umbraco/surface/bl-obstorage/download?nodeId=11264</p>	



When?	Understanding	Knowledge	Assessment
<p>Autumn Half Term 2</p>	<p>Learners need to understand the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit.</p> <p>At the heart of business activity is enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives. These objectives often adapt as businesses grow and as the market and competitive environment in which they operate changes.</p> <p>Business organisations vary in size and ownership and operate in local, national and global contexts. Businesses have many stakeholders who are affected</p>	<p>This should include the titles of the various units:</p> <ul style="list-style-type: none"> • Business Growth • Business Location and Site • Business Aims and Objectives • Stakeholders and Business Activity • Business Growth <p>What will the students produce:</p> <ul style="list-style-type: none"> • Practice exam style questions • End of topic questions • Marked work in line with school policy. • Example style answers to see how the examiner awards full marks. <p>What will the students know</p> <p>Key vocabulary: https://www.eduqas.co.uk/umbraco/surface/bl-obstorage/download?nodeId=11264</p>	<p>Formal assessment</p> <p>Other in subject assessments that will happen</p> <ul style="list-style-type: none"> • Students are assessed through homework task, every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Ford GCSE style question assessment in which students to reinforce learning from activity and ensure learners have a set of common advantages and disadvantages



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	<p>by business activity and can also impact on business behaviour.</p>	<p>Business Ownerships</p> <p>What is the difference between limited and unlimited liability?</p> <p>What are the advantages and disadvantages of various business ownerships.</p> <p>Aims and Objectives</p> <p>What is the difference between an aim and an objective?</p> <p>Do all businesses have the same aims?</p> <p>How do businesses choose location?</p> <p>How do businesses grow?</p>	



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<p>Spring Half Term 1</p>	<p>Learners need to understand that all businesses operate in an external environment and there are a number of external influences that impact on business activity.</p> <p>The success or failure of a business will often depend on its willingness and ability to recognise and anticipate these external influences. It is important that businesses respond to these influences in order to remain competitive and achieve their aims and objectives.</p>	<p>This should include the titles of the various units:</p> <ul style="list-style-type: none"> • Technological influences • Ethical influences • Environmental influences • Economic influences <p>What will the students produce:</p> <ul style="list-style-type: none"> • Practice exam style questions • End of topic questions • Marked work in line with school policy. • Example style answers to see how the examiner awards full marks. <p>What will the students know</p>	<p>Formal assessment</p> <ul style="list-style-type: none"> • Students are assessed through homework task; every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment



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	<p>External influences can impact on a business and its stakeholders in a number of diverse and conflicting ways.</p> <p>Learners need to understand that all businesses operate in an external environment and there are a number of external influences that impact on business activity.</p> <p>The success or failure of a business will often depend on its willingness and ability to recognise and anticipate these external influences. It is important that businesses respond to these</p>	<p>Key vocabulary: https://www.eduqas.co.uk/umbraco/surface/bl-obstorage/download?nodeId=11264</p> <p>What are the Technological influences on businesses?</p> <p>What are the Ethical influences on businesses?</p> <p>What are the Environmental influences on businesses?</p> <p>What are the Economic influences on businesses?</p>	<p>Formal assessment</p> <ul style="list-style-type: none"> • Students are assessed through homework task; every three weeks one piece of homework is to be deep marked by subject teacher • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <p>Formal assessment</p> <ul style="list-style-type: none"> • Students are assessed through homework task; every



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<p>Spring Half Term 2</p>	<p>influences in order to remain competitive and achieve their aims and objectives.</p> <p>External influences can impact on a business and its stakeholders in a number of diverse and conflicting ways.</p> <p>Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a profitable way.</p> <p>Marketing affects all functions of a business and includes a wide range of activities including researching the</p>	<p>This should include the titles of the various units:</p> <ul style="list-style-type: none"> • The impact of globalisation on businesses • The impact of legislation on businesses <p>What will the students produce:</p> <ul style="list-style-type: none"> • Practice exam style questions • End of topic questions • Marked work in line with school policy. • Example style answers to see how the 	<p>three weeks one piece of homework is to be deep marked by subject teacher</p> <ul style="list-style-type: none"> • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment <p>Formal assessment</p> <ul style="list-style-type: none"> • Students are assessed through homework task; every



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<p>Summer Half Term 1</p>	<p>market, analysing the market and developing a marketing strategy through the implementation of the marketing mix.</p> <p>Businesses will organise their marketing function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Marketing decision-making will also be affected by these different contexts.</p> <p>Learners need to understand that marketing involves identifying, anticipating and satisfying customer needs in a</p>	<p>examiner awards full marks.</p> <p>What will the students know Key vocabulary: https://www.eduqas.co.uk/umbraco/surface/bl-obstorage/download?nodeId=11264</p> <ul style="list-style-type: none"> • What is the impact of globalisation on businesses? • What is the impact of legislation on businesses? <p>This should include the titles of the various units:</p> <ul style="list-style-type: none"> • Explain the purpose of marketing and its importance to different types of organisations in different situations. • Identifying and Understanding customers • Explain the importance of identifying 	<p>three weeks one piece of homework is to be deep marked by subject teacher</p> <ul style="list-style-type: none"> • Students classwork is also marked every two weeks • Students are required to self and peer assess and then improve on the work that they have completed • They are required to complete a formal assessment once every six weeks, which will assess the content and the skills which have been covered within the lessons from that half term • Mini assessment



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<p>Summer Half Term 2</p>	<p>profitable way.</p> <p>Marketing affects all functions of a business and includes a wide range of activities including researching the market, analysing the market and developing a marketing strategy through the implementation of the marketing mix.</p> <p>Businesses will organise their marketing function in different ways, depending on their size, the goods and services they sell and the markets they operate in. Marketing decision-making will also be affected by these different contexts.</p>	<p>and satisfying customer needs.</p> <ul style="list-style-type: none"> • Market Research <p>What will the students produce:</p> <ul style="list-style-type: none"> • Practice exam style questions • End of topic questions • Marked work in line with school policy. • Example style answers to see how the examiner awards full marks. <p>What will the students know</p> <p>Key vocabulary: https://www.eduqas.co.uk/umbraco/surface/blobstorage/download?nodeId=11264</p> <p>This should include the titles of the various units:</p> <ul style="list-style-type: none"> • Marketing Mix – Product • Marketing Mix – Price 	



When?	Understanding	Knowledge	Assessment
		<ul style="list-style-type: none">• Marketing Mix – Place• Marketing Mix – Promotion <p>What will the students produce:</p> <ul style="list-style-type: none">• Practice exam style questions• End of topic questions• Marked work in line with school policy.• Example style answers to see how the examiner awards full marks. <p>What will the students know</p> <p>Key vocabulary:</p> <p>https://www.eduqas.co.uk/umbraco/surface/bl-obstorage/download?nodeId=11264</p> <p>Demonstrate knowledge and understanding of the product life cycle</p> <p>Identify and discuss a range of pricing strategies</p>	



When?	Understanding	Knowledge	Assessment
		<p>Demonstrate identify the most commonly used methods of promotion</p> <p>Discuss the impact of the chosen distribution channel</p>	



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