


**Business Department – Year 10**

 <b>Shirley High Curriculum Map</b>	<i>A Year 10 Business student will be introduced to issues concerning the setting up and operation of a business. A student will explore the activities of business and the reasons for success or failure. It will encourage students to appreciate that businesses must operate within society and that this involves businesses engaging with a wide range of stakeholders who will hold differing perspectives.</i>					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:	Theme/Topic/Skill:
	Topic 1.1 Enterprise and entrepreneurship Topic 1.2 Spotting a business opportunity	Topic 1.2 Spotting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.3 Putting a business idea into practice Topic 1.4 Making the business effective	Topic 1.4 Making the business effective 1.5 Understanding external influences	Topic 2.1 Growing the business
<b>Why Now?</b>	After looking at how businesses come about, learners need to understand the importance of market research. We introduce the planning of businesses through market research and how it provides critical information about the market and the business.	Understanding what the competitive environment is and the impact is important to understand once your customers and products have been identified.	Learners can now begin to understand the variety of demands placed on businesses & financial requirements for a business to be successful and compete in the challenging environment.	Understanding the different types of finance available for a business	Once learners understand the foundation of financing & conception they can then analyse how the business must satisfy their customers, financial institutions & planning for the future	In today's world businesses boundaries are limitless, the next step is for learners to explore how the business can be expand (grow) and, the changes this may entail and why.
<b>Fundamental Concepts</b>	1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2.1 Customer needs 1.2.2 Market research	1.2.3 Market segmentation 1.2.4 The competitive environment	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  1.4.1 The options for start-up and small businesses 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	1.5.1 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	2.1.1 Business growth 2.1.2 Changes in business aims and objectives 2.1.3 Business and globalisation 2.1.4 Ethics, the environment and business
<b>Learners will...</b>	<p>Learnt about: Why new business ideas come about:  <ul style="list-style-type: none"> <li>changes in technology</li> <li>changes in what consumers want</li> <li>products and services becoming obsolete.</li> </ul> </p> <p>How new business ideas come about:  <ul style="list-style-type: none"> <li>original ideas</li> <li>adapting existing products/services/ideas.</li> </ul> </p> <p>The impact of risk and reward on business activity:  <ul style="list-style-type: none"> <li>risk: business failure, financial loss, lack of security</li> <li>reward: business success, profit, independence.</li> </ul> </p> <p>The role of business enterprise and the purpose of business activity:  <ul style="list-style-type: none"> <li>to produce goods or services</li> <li>to meet customer needs</li> <li>to add value: convenience, branding, quality, design, unique selling points.</li> </ul> </p> <p>The role of entrepreneurship:  <ul style="list-style-type: none"> <li>an entrepreneur: organises resources, makes business decisions, takes risks.</li> </ul> </p>	<p>Learn about: Identifying and understanding customer needs:  <ul style="list-style-type: none"> <li>what customer needs are: price, quality, choice, convenience</li> <li>the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> </p> <p>Market research  <ul style="list-style-type: none"> <li>The purpose of market research</li> <li>Types of market research</li> <li>The role of social media in collecting market research data</li> <li>The importance of the reliability of market research data</li> </ul> </p> <p>Market segmentation:  <ul style="list-style-type: none"> <li>How businesses use market segmentation to target customers</li> <li>identifying market segments: location, demographics, lifestyle, income, age</li> <li>market mapping to identify a gap in the market and the competition.</li> </ul> </p> <p>The competitive environment:  <ul style="list-style-type: none"> <li>The impact of competition on business decision making</li> </ul> </p>	<p>Learn about: Business aims and objectives:  <ul style="list-style-type: none"> <li>What business aims and business objectives are</li> <li>Why business aims and objectives differ between businesses</li> </ul> </p> <p>Business revenues, costs and profits:  <ul style="list-style-type: none"> <li>The concept and calculation of revenue, profit and loss</li> <li>Interpretation of break-even diagrams</li> </ul> </p> <p>Cash and cash-flow:  <ul style="list-style-type: none"> <li>The importance of cash to a business</li> <li>Calculation and interpretation of cash-flow forecasts</li> </ul> </p>	<p>Learn about: Sources of business finance: Sources of finance for a start-up or established small business</p> <p>The options for start-up and small businesses:  <ul style="list-style-type: none"> <li>The concept of limited liability</li> <li>The types of business ownership for start-ups</li> <li>The option of starting up and running a franchise operation</li> </ul> </p> <p>Business location:  <ul style="list-style-type: none"> <li>Factors influencing business location</li> </ul> </p> <p>The marketing mix:  <ul style="list-style-type: none"> <li>What the marketing mix is and the importance of each element</li> <li>How the elements of the marketing mix work together</li> </ul> </p> <p>Business plans:  <ul style="list-style-type: none"> <li>The role and importance of a business plan</li> <li>The purpose of planning business activity</li> </ul> </p>	<p>Learn about: Who business stakeholders are and their different objectives</p> <p>Stakeholders and businesses:  <ul style="list-style-type: none"> <li>how stakeholders are affected by business activity</li> <li>how stakeholders impact business activity</li> <li>possible conflicts between stakeholder groups.</li> </ul> </p> <p>Different types of technology used by business</p> <p>How technology influences business activity</p> <p>The purpose of legislation The impact of legislation on businesses</p> <p>The impact of the economic climate on businesses</p> <p>The importance of external influences on business</p>	<p>Learn about: Business growth:  <ul style="list-style-type: none"> <li>Methods of business growth and their impact</li> <li>The types of business ownership for growing businesses</li> <li>Sources of finance for growing and established businesses</li> </ul> </p> <p>Changes in business aims and objectives:  <ul style="list-style-type: none"> <li>Why business aims and objectives change as businesses evolve</li> <li>How business aims and objectives change as businesses evolve</li> </ul> </p> <p>Business and globalisation:  <ul style="list-style-type: none"> <li>The impact of globalisation on businesses</li> <li>Barriers to international trade</li> <li>How businesses compete internationally</li> </ul> </p> <p>Ethics, the environment and business:  <ul style="list-style-type: none"> <li>The impact of ethical and environmental considerations on businesses</li> </ul> </p>
<b>Language for Life (Key terms/Vocabulary)</b>	All those above, on the subject glossary & on learners PLCs					
<b>Extended writing Opportunities</b>	Every topic has the opportunity to complete an extended piece of writing. This can be through previous exam questions or case studies					
<b>Maths Across the Curriculum</b>		Percentages, graphs, charts, mode, media, mean, averages, data selection, Sampling and unbiased samples	Addition, multiplication, percentages Cash flow: Variances: addition, subtraction Finance: Interest: calculating percentages & percentage changes Break-Even: percentage changes, addition, multiplication		Simple and compound interest and financial maths Pricing Strategies: percentages, simple calculations Sales forecasting: data interpretation & manipulation	Addition, multiplication, percentages Cash flow, Simple and compound financial maths
<b>Links to careers/aspirations</b>		Retail, entrepreneurship, Market researcher, customer service management, supermarket manager	Banking, accounting		Entrepreneurship, Brand/Product Manager, Marketing Assistant, Media Planner, Public Relations Representative Marketing related jobs, Branding, advertising, executive	Histograms, data interpretation, Percentages, graphs, charts
<b>Cultural Capital</b>	Book: The start up community way: Brad Feld Film: Erin Brockovich Place: Start Up exhibition 2022	Looking at marketing campaigns Entrepreneurs such as Lord Sugar, Levis Roots	Trip to the bank of England, Guest speaker, Impact of Deborah Meaden Touker Suleyman and Tej Lalvani	Use of real life business articles	Book: Film: Business trends 2022. Youtube Place: The Media Production & Technology Show - London	Environmental manager/engineer, environmental protection officer, horticulturist
<b>Practical Application of Skills</b>	Using real life businesses as situational context, applying theory which allows learners to delve into the decisions they make (or not) and the concurrent analysis that has real life implications in the ever changing world we live in, for businesses and all of their stakeholders. Learners will then evaluate the theory in relation to numerous examples and the impacts that have been created for all topics to give them a well-rounded understanding of a variety of industries to understand the impact of business.					