

Westbourne Academy Curriculum Planning Document Subject: GCSE Business: Year 10

Timescale	Autumn		Spring		Summer	
Unit Title	Topic 1.1 Role of Entrepreneurship	Topic 1.2 Spotting a business opportunity	Topic 1.4 Making the business effective	Topic 1.3 Putting a business idea into practice	Topic 1.3 Putting a business idea into practice continued Topic 1.5 Understanding eternal influences	Topic 1.5 Understanding eternal influences- continued
Key knowledge	1. Dynamic nature of business. 2. Risk and reward 3. Role of enterprise and added value. 4. Role of entrepreneurship. Unique selling point 5. Customer needs	1. Role of market research. 2.. Types of market research. 3.. Market research data. 4. Market segmentation 5. Market mapping 6. What is a competitive market? 7. How business compete	1. What is Limited Liability 2. Types of business ownership 3. Franchising 4. Business location 5. Market mix 6. Influences on the marketing mix 7. Business planning.	1. Business aims and objectives 2. Differing aims 3. Revenues and costs 4. Profit and loss 5. Creating breakeven charts 6. Using breakeven 7. Calculating cash flow	1. The importance of cash to a business 2. Short term sources of finance 3. Long term sources of finance 4. Stakeholders 5. Stakeholder conflict	1. The economy and business 2. Unemployment and inflation 3. Interest rates 4. Exchange rates 5. Technology and business 6. Principles of consumer law 7. Principles of employment law 8. Opportunities and treats
Key terminology	<i>Entrepreneurs, enterprise, initiative, ventures, seasonal, suppliers, consumers, added value, USP, innovate, invention, customer needs, raw materials</i>	<i>Market research, quantitative, qualitative, primary research, secondary research, markets, focus groups, bias, sample, market segmentation, market mapping, market gaps, differentiation, competitive environment,</i>	<i>Limited liability, separate legal identity, sole trader, partnership, private limited company, public limited company, franchise, franchisee, franchisor, marketing mix, promotion, business plan, financial forecasts</i>	<i>financial aims, non-financial aims, Revenue, income, turnover, fixed costs, variable costs, profit, interest, breakeven, margin of safety, cash flow, inflows, outflows, net cash flow, opening balance, closing balance, cash flow forecast, cash flow statement,</i>	<i>overdraft, trade credit, bank loan, venture capital, share capital, retained profit, crowd funding, stakeholders, conflict, local community, pressure groups</i>	<i>e-commerce, electronic payment systems, digital communication, consumer rights, discrimination, trade unions, redundancy, maternity, economic activity, exchange rates, inflation, unemployment, consumer incomes, recession, boom, GDP, importers, exporters, disposable income, minimum wage</i>
Assessment (methods to assess)	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions. • Y10 PRE paper 1 	<ul style="list-style-type: none"> • End of unit assessment • Problem Solving question • SMHW quizzes. • Exam style questions
Links to other units in KS4.	Topic 1.2 spotting a business opportunity/ Topic 1.4 making the business effective	Topic 2.2 making marketing decisions	Topic 2.1 growing the business/ Topic 1.4 making the business effective/ Topic 1.3 Putting business idea into prtactice	Topic 1.5 Understanding external influences/ Topic 2.4 Making financial decisions/ Topic 2.1 Growing the business	Topic 2.2 Marketing decisions, Topic 2.1 Growing the business	Topic 1.1 Enterprise and Entrepreneurship/ Topic 1.4 making the business effective/ Topic 2.3 making Operational decisions