

Yr10 - Theme 1

Subject Curriculum Summary for Business for Edexcel Business GCSE 9-1

Term	Topic Title and Subject Content Number and Title	Threshold Concepts/Core Knowledge/Links to Previous and Future Learning	Formative Assessment/Homework	Formal Assessment
Term 1	Topic 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)	Term 1 , students will explore the dynamic nature of business and the factors that lead to the generation of new business ideas. They will learn about the impact of risk and reward on business activities and the crucial role of business enterprise. The concepts covered in this term lay the foundation for understanding entrepreneurship and its significance in the business world. Students will also be able to identify and explain the role of entrepreneurs in organising resources, making business decisions, and taking risks. Understanding these fundamental concepts will help students grasp the key elements involved in starting and running a small business.	<p>Formative Assessment: Students will participate in group discussions on various business ideas and assess the associated risks and rewards.</p> <p>Homework: Students will research and present examples of successful entrepreneurs and their contributions to the business world.</p>	Formal Assessment: At the end of Term 1, students will complete a written assessment that includes questions related to the dynamic nature of business, risk and reward, and the role of business enterprise.

<p>Term 2</p>	<p>Topic 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)</p>	<p>Term 2 will focus on identifying business opportunities and understanding customer needs through effective market research. Students will learn about various methods of market research, both primary and secondary, and how to utilise qualitative and quantitative data to inform business decisions. They will explore market segmentation and its role in targeting specific customer groups. Additionally, students will gain insights into the competitive environment and how businesses can assess their strengths and weaknesses against competitors. These concepts will help students recognise potential opportunities and develop strategies to capitalise on them.</p>	<p>Formative Assessment: Students will conduct a small-scale market research project, collect data, and present their findings to the class.</p> <p>Homework: Students will analyse case studies of businesses that successfully identified market opportunities and discuss the factors that contributed to their success.</p>	<p>Formal Assessment: At the end of Term 2, students will take a quiz to assess their understanding of customer needs, market research methods, market segmentation, and the competitive environment.</p>
<p>Term 3</p>	<p>Topic 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)</p>	<p>Term 3 will delve into the practical aspects of turning a business idea into reality. Students will learn about setting business aims and objectives, considering both financial and non-financial goals. They will also gain knowledge of revenue, costs, and profits, along with break-even analysis to understand the financial viability of the business. Cash flow and its significance in business operations will also be explored. Additionally, students will examine various sources of business finance available to start-ups and established small businesses.</p>	<p>Formative Assessment: Students will create a business plan, including aims and objectives, financial forecasts, and potential sources of finance.</p>	<p>Formal Assessment: At the end of Term 3, students will be required to present their business plans to the class, highlighting the aims and objectives, financial projections, and</p>

		Understanding these aspects is crucial for effectively managing a business's financial aspects and ensuring its sustainable growth.	Homework: Students will review financial statements of real businesses and identify the break-even point and net profit.	funding strategies.
Term 4	Topic 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)	Term 4 , students will explore the various options for starting and running a small business, including sole trader, partnership, and private limited company, and understand the advantages and disadvantages of each. The significance of business location and factors influencing location decisions will also be discussed. Students will gain insights into the marketing mix and its elements (price, product, promotion, place), and how businesses can tailor their marketing strategies based on the competitive environment and changing consumer needs. Lastly, students will explore the role and importance of business plans in minimising risks and obtaining finance. These concepts are vital for effectively managing business operations and ensuring its long-term success.	Formative Assessment: Students will analyse case studies of different types of businesses and discuss the most suitable options for each. Homework: Students will conduct market research for a hypothetical business and create a marketing mix plan based on their findings.	Formal Assessment: At the end of Term 4, students will take a written exam covering topics related to business options, location decisions, the marketing mix, and the significance of business plans.
Term 5	Topic 1.5 Understanding external influences on business (1.5.1 -	The final term focuses on understanding how external factors can influence business operations and decisions. Students will learn about various business stakeholders and their objectives, as well as how their	Formative Assessment: Students will participate in a stakeholder	Formal Assessment: At the end of Term 5, students will complete a

	<p>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)</p>	<p>interests may impact business activities. The influence of technology on businesses, including e-commerce, social media, and digital communication, will be explored. Additionally, students will understand the impact of legislation, including consumer and employment law, on business operations. The role of the economy in affecting businesses and how businesses respond to changes in the economic climate will also be discussed. Understanding these external influences is crucial for businesses to adapt and thrive in a dynamic environment.</p>	<p>analysis exercise and discuss the potential conflicts between different stakeholder groups.</p> <p>Homework: Students will research and present examples of how technology has transformed businesses and their marketing strategies.</p>	<p>comprehensive assessment that covers topics related to business stakeholders, technology, legislation, the economy, and how external influences impact business decisions.</p>
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<p>Term 6</p>	<p>Revision and Mock Examination Term 6 will be dedicated to revision and preparing for the upcoming mock examination. During this term, students will review the key concepts covered in the previous terms and engage in practice exercises to reinforce their knowledge and skills. Teachers will provide targeted feedback to help students address any areas of weakness and ensure they are well-prepared for the mock examination.</p>	<p>Formative Assessment: Students will participate in mock examination practice sessions to test their understanding and exam techniques.</p> <p>Homework: Students will complete practice exam papers and review model answers for self-assessment.</p>	<p>Formal Assessment: At the end of Term 6, students will take a mock examination that covers all the topics taught throughout the year. The mock exam</p>
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