

Edexcel GCSE Business Curriculum Progression Map – Year 10

Theme 1: Investigating Small Business

<p>Business Education Vision at ELA:</p> <p><i>'Building enterprising minds'</i></p>	<p>In order to inspire every student to become an informed citizen, consumer or owner, Business education at East Leake Academy goes beyond GCSE and A level requirements; the rigid nature of textbooks and classroom walls. Through contextualising subject content with practical application to business organisations at a local, national and international level, students will be immersed in the true complexity of the business environment, allowing them to build enterprising minds and develop as enterprising individuals, with the ability to think commercially and creatively to demonstrate business acumen, drawing on evidence to make informed business decisions and solve business problems. This can in turn contribute to the economic wellbeing of students, as learners will develop and refine key life skills, such as problem solving and team work, acting as a platform for social mobility. Through exposure to aspirational entrepreneurs as part of contextualised and experiential learning, such as that of resilience and innovation as seen by the likes of Musk and Dyson, studying Business at East Leake Academy can open up doors and highlight the path forward for budding business moguls or bright financial analysts of tomorrow!</p>					
<p>Time period</p>	<p align="center"><u>Autumn 1</u></p>	<p align="center"><u>Autumn 2</u></p>	<p align="center"><u>Spring 1</u></p>	<p align="center"><u>Spring 2</u></p>	<p align="center"><u>Summer 1</u></p>	<p align="center"><u>Summer 2</u></p>
<p>Key Domains of Knowledge</p>	<p align="center">1.1 Enterprise and entrepreneurship</p>	<p align="center">1.2 Spotting a business opportunity</p>	<p align="center">1.3 Putting a business idea into practice</p>	<p align="center">1.4 Making the business effective</p>	<p align="center">1.5 Understanding external influences on business</p>	<p align="center">2.1 Growing the business</p>
<p>Topics</p>	<p>1. The dynamic nature of business 2. Risk and reward 3. The role of business enterprise</p>	<p>1. Customer needs 2. Market research 3. Market segmentation 4. The competitive market</p>	<p>1. Business aims and objectives 2. Business revenues, costs and profits 3. Cash and cash-flow 4. Sources of finance</p>	<p>1. The options for start-up and small businesses 2. Business location 3. The marketing mix 4. Business plans</p>	<p>1. Business stakeholders 2. Technology and business 3. Legislation and business 4. The economy and business</p>	<p>1. Business growth 2. Changes in business aims and objectives 3. Business and globalisation 4. Ethics, the environment and business</p>
<p>Crucial learning content</p>	<p>a) Why new business ideas come about. b) How new business ideas come about. c) The impact of risk and reward on business activity.</p>	<p>a) Identifying and understanding customer needs, b) The importance of identifying and understanding customers.</p>	<p>a) What business aims and business objectives are. b) Business aims and objectives when starting up. c) Why business aims and objectives differ</p>	<p>a) The concept of limited liability. b) The implications for the business owner(s) of limited and unlimited liability. c) The types of business</p>	<p>a) Who business stakeholders are and their different objectives. b) Stakeholders and businesses. c) Possible conflicts between</p>	<p>a) Methods of business growth and their impact. b) The types of business ownership for growing businesses. c) Sources of finance for</p>

	<p>d) The role of business enterprise and the purpose of business activity.</p> <p>e) The role of entrepreneurship .</p>	<p>c) The purpose of market research.</p> <p>d) Types of market research.</p> <p>e) The role of social media in collecting market research data.</p> <p>f) The importance of the reliability of market research data.</p> <p>g) How businesses use market segmentation to target customers.</p> <p>h) Understanding the competitive environment.</p> <p>i) The impact of competition on business decision making.</p>	<p>between businesses.</p> <p>d) The concept and calculation of:</p> <ul style="list-style-type: none"> • Revenue • Fixed and variable costs • Total costs • Profit and loss • Interest <p>e) Interpretation of break-even diagrams.</p> <p>f) The importance of cash to a business.</p> <p>g) Calculation and interpretation of cash-flow forecasts.</p> <p>h) Sources of finance for a start-up or established small business.</p>	<p>ownership for start-ups.</p> <p>d) The option of starting up and running a franchise operation.</p> <p>e) Factors influencing business location.</p> <p>f) The impact of the internet on location decisions.</p> <p>g) What the marketing mix is and the importance of each element.</p> <p>h) How the elements of the marketing mix work together.</p> <p>i) The impact of technology on the marketing mix.</p> <p>j) The role and importance of a business plan.</p> <p>k) The purpose of planning business activity.</p>	<p>stakeholder groups.</p> <p>d) Different types of technology used by business.</p> <p>e) How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> • Sales • Costs • Marketing mix <p>f) The purpose of legislation.</p> <p>g) The impact of legislation on businesses.</p> <p>h) Consequences of meeting and not meeting these obligations.</p> <p>i) The impact of the economic climate on businesses.</p>	<p>growing and established businesses.</p> <p>d) Why business aims and objectives change as businesses evolve.</p> <p>e) How business aims and objectives change as businesses evolve.</p> <p>f) The impact of globalisation on businesses.</p> <p>g) Barriers to international trade.</p> <p>h) How businesses compete internationally.</p> <p>i) The impact of ethical and environmental considerations on businesses.</p> <p>j) The potential impact of pressure group activity on the marketing mix.</p>
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Examination skills	<p style="text-align: center;">AO1 Demonstrate knowledge and understanding of business concepts and issues.</p> <p style="text-align: center;">AO2 Apply knowledge and understanding of business concepts and issues to a variety of contexts.</p> <p style="text-align: center;">AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions.</p>					
End Point	<p>By the end of Autumn Term 1 students should be able to develop both theoretical and practical understanding of enterprise and entrepreneurship.</p> <p>Students should also be able to recognise and appreciate the degree of risk and reward in business and how risk can be minimised.</p>	<p>By the end of Autumn Term 2 students should be able to analyse markets in terms of classifying consumer characteristics, how consumers can be targeted and what strategies might need to be developed in order to cope with competition.</p>	<p>By the end of Spring Term 1 students should be able to analyse business aims and objectives and how they might change over time with business context.</p> <p>Students should also be able to have a clear understanding and be able to calculate: revenue, costs, profits and cash flow forecasts.</p>	<p>By the end of Spring Term 2 students should have a clear understanding of the concept of limited liability and how this underpins the spread and reduction of risk for business owners.</p> <p>Students should also have a clear understanding of how businesses can market themselves and plan for change.</p>	<p>By the end of Summer Term 1 students should have a clear understanding that businesses operate in markets with several external influences which could impact on their operation and forces them to develop a strategy to cope with change.</p>	<p>By the end of the Summer Term 2 students will have completed a Paper 1/Theme 1 Mock Examination.</p> <p>Students will have also developed a theoretical and practical understanding of business growth domestically and internationally.</p> <p>Students will also have a clear understanding as to how ethical, as opposed to legislative factors, affect business behaviour.</p>