

Subject Area: Business

Subject Leader: Mr. Comiskey

Year 10

Term	Topics/ Content Overview	Key concepts/ core knowledge/ key vocabulary	Assessments/ checkpoints (where relevant)	Careers' Links
Autumn Term 1	<p><b>Topic 1.1 Enterprise and entrepreneurship</b> The dynamic nature of business Risk and reward The role of business enterprise</p> <p><b>Topic 1.2 Spotting a business opportunity</b> Customer needs Market research</p>	<p>How/why new businesses are started The role and importance of E-Commerce Meeting &amp; understanding customer needs Quantitative &amp; Qualitative Market research Entrepreneurial qualities &amp; entrepreneurship Products &amp; Services Innovation &amp; invention Gap in the market Obsolete Resources Risk &amp; Reward Business failure v success Convenience Business uses of Social Media</p>	<p><b>Common Assessment 1</b> Topic 1 End of Unit Test</p>	<p>E-Commerce manager Market research analyst Social media manager Business consultant Data scientist Project manager Public relations specialist</p>
Autumn Term 2	<p>Market segmentation The competitive environment</p> <p><b>Topic 1.3 Putting a business idea into practice</b> Business aims and objectives Business revenues, costs and profits</p>	<p>Market segmentation Demographics USP's (Unique selling points) Differentiation Financial v non financial Aims v Objectives Revenue Profit</p>	<p><b>Common Assessment 2</b> Topic 1 &amp; 2 End of Unit Test</p>	<p>Accountant Financial planner Financial analyst Sales manager Budget analyst</p>

		Fixed v Variable costs Total costs Loss Survival Growth Market mapping Lifestyle Strength & Weakness Competitive environment Stakeholders Output Break even & creating break even diagrams Margin of safety The importance of cash Overheads Insolvency		
Spring Term 1	Sources of business finance Cash and cash-flow  <b>Topic 1.4 Making the business effective</b> The options for start-up and small businesses Business location The marketing mix	Net Cash Flow Inflow Outflow Supplier & employee relations Loans Interest/Interest rates Venture capital Share capital The stock market Crowd Funding Retained profit Personal Finance Opening Balance Closing Balance Short v long term finance Liability Unlimited v limited liability Types of business ownership Franchising	<b>Common Assessment 3</b> Topic 3 End of Unit Test	Product innovation/design Business coordinator Sales manager Development director Finance manager

		Royalty payments The Marketing Mix (4P's) Proximity & its impacts on location Meeting customer needs through the marketing mix The role of technology		
Spring Term 2	Business plans  <b>Topic 1.5 Understanding external influences on business</b> Business stakeholders Technology and business	The purpose of business planning The component & role of the business plan Writing/creating effective business plans Stakeholders Stakeholder conflict Business activity Digital communication Digital payment systems Uses of social media Efficient business communication	<b>Common Assessment 4</b> Topic 4 End of Unit Test	Business co-ordinator Project Manager Event manager Social media specialist Human resources Chief marketing officer
Summer Term 1	Legislation and business The economy and business External influences	Consumer & employment law Economic influences Inflation Tax Exchange rates Imports & exports Consumer incomes External influences External shocks	<b>Common Assessment 5</b> Topic 5 End of Unit Test	Supply manager Human resource manager Financial analyst Economic/Actuarial analyst
Summer Term 2	Retrieval practice in preparation for year 10 mock Exam techniques Misconceptions Intro to year 11		<b>Year 10 Mock</b>	