

SUBJECT: GCSE Business Edexcel 9-1 – Year 10 - Summary Curriculum Plan

Subject content (What will be covered)	As a result, what students should know /understand	What students should be able to do	How students will be assessed	By when (Half term 1 > 6)
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	Why new business ideas come about: <ul style="list-style-type: none"> • Changes in technology • Changes in what consumers want • Products and services becoming obsolete How new business ideas come about: <ul style="list-style-type: none"> • Original ideas Adapting existing products/services/ideas The impact of risk and reward on business activity: <ul style="list-style-type: none"> • Risk: business failure, financial loss, lack of security Reward: business success, profit, independence The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> • To produce goods or services • To meet customer needs • To add value: convenience, branding, quality, design, unique selling points The role of entrepreneurship: An entrepreneur: organises resources, makes business decisions, takes risks	End of topic assessment Past paper questions Assessed homework	HT1
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	Identifying and understanding customer needs: <ul style="list-style-type: none"> • What customer needs are: price, quality, choice, convenience The importance of identifying and understanding customers: generating sales, business survival The purpose of market research:	End of topic assessment Past paper questions Assessed homework	HT2

		<ul style="list-style-type: none"> • To identify and understand customer needs • To identify gaps in the market • To reduce risk • To inform business decisions <p>Methods of market research:</p> <ul style="list-style-type: none"> • Primary research: survey, questionnaire, focus group, observation • Secondary research: internet, market reports, government reports • The use of qualitative and quantitative market research data <p>The use of data in market research:</p> <ul style="list-style-type: none"> • Qualitative and quantitative data • The role of social media in collecting market research data <p>The importance of the reliability of market research data How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> • Identifying market segments: location, demographics, lifestyle, income, age <p>Market mapping to identify a gap in the market and the competition Understanding the competitive environment:</p> <ul style="list-style-type: none"> • Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service <p>The impact of competition on business decision making</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>What business aims and business objectives are:</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> • Financial aims and objectives: survival, profit, sales, market share, financial security • Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and 	<p>End of topic assessment</p> <p>Calculation assessment</p> <p>Past paper questions</p>	HT3

		<p>control</p> <p>Why business aims and objectives differ between businesses</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> • Revenue • Fixed and variable costs • Total costs • Profit and loss • Interest • Break even level of output • Margin of safety <p>Interpretation of break-even diagrams:</p> <ul style="list-style-type: none"> • The impact of changes in revenue and costs • Break even level of output • Margin of safety <p>Profit and loss</p> <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> • To pay suppliers, overheads and employees • To prevent business failure (insolvency) • The difference between cash and profit <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> • Cash inflows • Cash outflows • Net cash flow <p>Opening and closing balances</p> <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> • Short-term sources: overdraft and trade credit <p>Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding</p>	Assessed homework	
<p>Topic 1.4 Making the business effective</p>	<p>1.4.1 The options for start-up and small businesses</p>	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> • Limited and unlimited liability • The implications for the business owner(s) of limited 	<p>End of topic assessment</p> <p>Past paper</p>	<p>HT4</p>

	<p>1.4.2 Business location</p> <p>1.4.3 The marketing mix</p> <p>1.4.4 Business plans</p>	<p>and unlimited liability</p> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> • Sole trader, partnership, private limited company • The advantages and disadvantages of each type of business ownership <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> • The advantages and disadvantages of franchising <p>Factors influencing business location:</p> <ul style="list-style-type: none"> • Proximity to: market, labour, materials and competitors • Nature of the business activity <p>The impact of the Internet on location decisions: tech</p> <ul style="list-style-type: none"> • e and/or fixed premises <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • Price, product, promotion, place <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> • Balancing the marketing mix based on the competitive environment • The impact of changing consumer needs on the marketing mix • The impact of technology on the marketing mix: e-commerce, digital communication <p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> • To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix 	<p>questions</p> <p>Assessed homework</p>	
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<p>Topic 1.5 Understanding external influences on business</p>	<p>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</p>	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> How stakeholders are affected by business activity <p>How stakeholders impact business activity</p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> e-commerce Social media Digital communication Payment systems <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> Sales Costs <p>Marketing mix</p> <p>The purpose of legislation:</p> <ul style="list-style-type: none"> Principles of consumer law: quality and consumer rights Principles of employment law: recruitment, pay, discrimination, and health and safety <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> Cost <p>Consequences of meeting and not meeting these obligations</p>	<p>End of topic assessment</p> <p>Past paper questions</p> <p>Assessed homework</p>	<p>HT5</p>

		<p>The impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</p> <p>The importance of external influences on business:</p> <p>Possible responses by the business to changes in: technology, legislation, the economic climate</p>		
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