

# Key Stage 4 Curriculum Map

Department: Business Studies

Subject: Edexcel GCSE Business

Year: 10

Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Unit Title(s)	Theme 1 – Investigating a Small Business (Paper 1)		Theme 1 - Investigating a Small Business (Paper 1 )		Theme 1 – Investigating a Small Business (Paper 1)  Theme 2 – Building a Business (Paper 2)	
Overview / rationale & statement of importance	For Theme 1- students will be looking at:  Topic 1.1. Enterprise and entrepreneurship Topic 1.2. Spotting a business opportunity		For Theme 1 – students will be looking at:  Topic 1.3. Putting a business idea into practice Topic 1.4 Making the business effective		For Theme 1 – students will be looking at:  Topic 1.5 Understanding external influences on a business  For Theme 2 – students will be looking at: Topic 2.1 Growing the business.	
Knowledge & Understanding	<p><b>Theme 1:</b> <b>Topic 1.1 Enterprise and entrepreneurship</b></p> <p>Why new business ideas come about:  <ul style="list-style-type: none"> <li>• changes in technology</li> <li>• changes in what consumers want</li> <li>• products and services becoming obsolete.</li> </ul> How new business ideas come about:  <ul style="list-style-type: none"> <li>• original ideas</li> <li>• adapting existing products/services/ideas.</li> </ul> </p> <p>Risk and reward  The impact of risk and reward on business activity:  <ul style="list-style-type: none"> <li>• risk: business failure, financial loss, lack of security</li> <li>• reward: business success, profit, independence.</li> </ul> </p> <p>The role of business enterprise and the purpose of business activity:  <ul style="list-style-type: none"> <li>• to produce goods or services</li> <li>• to meet customer needs</li> <li>• to add value: convenience, branding, quality, design, unique selling points.</li> </ul> </p> <p>The role of entrepreneurship:  <ul style="list-style-type: none"> <li>• an entrepreneur: organises resources, makes business decisions takes risks.</li> </ul> </p> <p><b>Topic 1.2 Spotting a business opportunity</b></p> <p>Identifying and understanding customer needs:  <ul style="list-style-type: none"> <li>• what customer needs are: price, quality, choice, convenience</li> <li>• the importance of identifying and understanding customers: generating sales, business survival.</li> </ul> </p> <p>Market research  The purpose of market research:  <ul style="list-style-type: none"> <li>• to identify and understand customer needs</li> <li>• to identify gaps in the market</li> <li>• to reduce risk</li> <li>• to inform business decisions.</li> </ul> </p> <p>Methods of market research:  <ul style="list-style-type: none"> <li>• primary research: survey, questionnaire, focus group, Observation. Secondary research: internet, market reports, government reports.</li> </ul> The use of data in market research:</p>		<p><b>Theme 1:</b> <b>Topic 1.3 Putting a business idea into practice</b></p> <p>What business aims and business objectives are.  Business aims and objectives when starting up:  <ul style="list-style-type: none"> <li>• financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>• non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</li> </ul> Why aims and objectives differ between businesses.</p> <p>Business revenues, costs and profits  The concept and calculation of:  <ul style="list-style-type: none"> <li>• revenue</li> <li>• fixed and variable costs</li> <li>• total costs</li> <li>• profit and loss</li> <li>• interest</li> <li>• breakeven level of output</li> <li>• margin of safety.</li> </ul> Interpretation of breakeven diagrams:  <ul style="list-style-type: none"> <li>• the impact of changes in revenue and costs</li> <li>• breakeven level of output</li> <li>• margin of safety</li> <li>• profit and loss.</li> </ul> </p> <p>Cash and cash-flow  The importance of cash to a business:  <ul style="list-style-type: none"> <li>• to pay suppliers, overheads and employees</li> <li>• to prevent business failure (insolvency)</li> <li>• the difference between cash and profit.</li> </ul> Calculation and interpretation of cash-flow forecasts:  <ul style="list-style-type: none"> <li>• cash inflows</li> <li>• cash outflows</li> <li>• net cash flow</li> <li>• opening and closing balances.</li> </ul> </p> <p>Sources of business finance  Sources of finance for a start-up or established small business:  <ul style="list-style-type: none"> <li>• short-term sources: overdraft and trade credit</li> <li>• long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.</li> </ul> </p>		<p><b>Theme 1:</b> <b>Topic 1.5 Understanding the influences on a business</b></p> <p>Who business stakeholders are and their different objectives:  <ul style="list-style-type: none"> <li>• shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> Stakeholders and businesses:  <ul style="list-style-type: none"> <li>• how stakeholders are affected by business activity</li> <li>• how stakeholders impact business activity</li> <li>• possible conflicts between stakeholder groups.</li> </ul> </p> <p>Technology and business  Different types of technology used by business:  <ul style="list-style-type: none"> <li>• e-commerce</li> <li>• social media</li> <li>• digital communication</li> <li>• payment systems.</li> </ul> How technology influences business activity in terms of:  <ul style="list-style-type: none"> <li>• sales</li> <li>• costs</li> <li>• marketing mix.</li> </ul> </p> <p>Legislation and business  The purpose of legislation:  <ul style="list-style-type: none"> <li>• principles of consumer law: quality and consumer rights</li> <li>• principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> The impact of legislation on businesses:  <ul style="list-style-type: none"> <li>• cost</li> <li>• consequences of meeting and not meeting these obligations.</li> </ul> </p> <p>The economy and business  The impact of the economic climate on businesses:  <ul style="list-style-type: none"> <li>• unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.</li> </ul> </p> <p>External influences  The importance of external influences on business:  <ul style="list-style-type: none"> <li>• possible responses by the business to changes in: technology, legislation, the economic climate.</li> </ul> </p> <p><b>Theme 2:</b> <b>Theme 2.1 Growing the business</b></p> <p>Methods of business growth and their impact:</p>	

	<ul style="list-style-type: none"> <li>• qualitative and quantitative data</li> <li>• the role of social media in collecting market research data</li> <li>• the importance of the reliability of market research data.</li> </ul> <p>Market segmentation How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> <li>• identifying market segments: location, demographics, lifestyle, income, age</li> <li>• market mapping to identify a gap in the market and the competition.</li> </ul> <p>The competitive environment Understanding the competitive environment:</p> <ul style="list-style-type: none"> <li>• strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>• the impact of competition on business decision making.</li> </ul>	<p><b>Topic 1.4 Making the business effective</b></p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> <li>• limited and unlimited liability</li> <li>• the implications for the business owner(s) of limited and unlimited liability.</li> </ul> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> <li>• sole trader, partnership, private limited company</li> <li>• the advantages and disadvantages of each type of business ownership.</li> </ul> <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> <li>• the advantages and disadvantages of franchising.</li> </ul> <p>Business location Factors influencing business location:</p> <ul style="list-style-type: none"> <li>• proximity to: market, labour, materials and competitors</li> <li>• nature of the business activity</li> <li>• the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul> <p>The marketing mix What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> <li>• price, product, promotion, place.</li> </ul> <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> <li>• balancing the marketing mix based on the competitive environment</li> <li>• the impact of changing consumer needs on the marketing mix</li> <li>• the impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul> <p>Business plans The role and importance of a business plan:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul> <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> <li>• the role and importance of a business plan in minimising risk and obtaining finance.</li> </ul>	<ul style="list-style-type: none"> <li>• internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas)</li> <li>• external (inorganic) growth: merger, takeover.</li> </ul> <p>The types of business ownership for growing businesses:</p> <ul style="list-style-type: none"> <li>• public limited company (plc)</li> </ul> <p>Sources of finance for growing and established businesses:</p> <ul style="list-style-type: none"> <li>• internal sources: retained profit, selling assets</li> <li>• external sources: loan capital, share capital, including stock market flotation (public limited companies).</li> </ul> <p>C changes in business aims and objectives Why business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> <li>• in response to: market conditions, technology, performance, legislation, internal reasons.</li> </ul> <p>How business aims and objectives change as businesses evolve:</p> <ul style="list-style-type: none"> <li>• focus on survival or growth</li> <li>• entering or exiting markets</li> <li>• growing or reducing the workforce</li> <li>• increasing or decreasing product range.</li> </ul> <p>Business and globalisation The impact of globalisation on businesses:</p> <ul style="list-style-type: none"> <li>• imports: competition from overseas, buying from overseas</li> <li>• exports: selling to overseas markets</li> <li>• changing business locations</li> <li>• multinationals.</li> </ul> <p>Barriers to international trade:</p> <ul style="list-style-type: none"> <li>• tariffs</li> <li>• trade blocs.</li> </ul> <p>How businesses compete internationally:</p> <ul style="list-style-type: none"> <li>• the use of the internet and e-commerce</li> <li>• changing the marketing mix to compete internationally.</li> </ul> <p>The impact of ethical and environmental considerations on businesses:</p> <ul style="list-style-type: none"> <li>• how ethical considerations influence business activity: possible trade-offs between ethics and profit</li> <li>• how environmental considerations influence business activity: possible trade-offs between the environment, sustainability and profit</li> <li>• the potential impact of pressure group activity on the marketing mix.</li> </ul>
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<b>Skills</b>	Developing exam technique Research and application skills Problem solving	Developing exam technique Numerical and quantitative skills Research and application skills Problem solving	Developing exam technique Numerical and quantitative skills Research and application skills Problem solving
<b>Literacy</b>	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words) Tier 2 and Tier 3 vocabulary	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words) Tier 2 and Tier 3 vocabulary	Developing reading skills, speaking, listening, critical thinking, extended writing, spelling (including key words) Tier 2 and Tier 3 vocabulary
<b>Numeracy</b>	Quantitative data	Analysis of data	Analysis of data/ graphs. Using formulas to perform calculations
<b>Assessment</b>	Summative Assessment 1 - 2 x 4 mark exam questions Progress checks at the end of each topic	Summative Assessment 2 - multiple choice questions, 2 x 3 mark questions, 2 x 6 mark questions and 1 x 9 mark question. Progress checks at the end of each topic	Summative Assessment 3 - Full GCSE exam – Paper 1- End of year exams combining what all topics studied from Theme 1
<b>Cross-curricular</b>	Maths English	Maths English	Maths English