

DAOS Edexcel Business Studies Curriculum Map

Year Group: 10 GCSE Business. Theme 1; Investigating Small Business

Overall Intent	Helping students to understand human behaviour, the complex nature of modern society – including businesses, markets and the consequences of government actions. Developing students’ ability to understand, and respond to, the threats and opportunities that evolve in society. To give students an indication as to potential viable learning and career paths in future.					
Time period	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics/subtopics	1.1 Enterprise and entrepreneurship	1.2 Spotting a business opportunity	1.3 Putting a business idea into practice	1.4 Making the business effective	1.5 Understanding external influences on business	Practical research project, Revision and Exams Possible start to 2.1
Crucial Learning Content	1.1 The dynamic Nature of business 1.2 Risk and reward 1.3 The role of business enterprise	1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	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	1.4.1 The options for start-up and small business 1.4.2 Business location 1.4.3 The marketing mix 1.4.4 Business plans	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	

Sequence	Students are introduced to the nature and purpose of small business and the risks involved. Characteristics of entrepreneurs are investigated, and the nature of enterprise is demonstrated through practical activities, giving students a broad picture of the nature of commercial activity.	Students move on to investigate different functions of business, with an initial emphasis on the need for the firm to market its products. Market research is investigated and undertaken, giving students the opportunity to develop some analytical and numeric skills.	Students move on to look at the practicalities of finance and financial monitoring, emphasising that entrepreneurial ideas and strategic aims must be backed by accurate and up-to-date operational systems.	Further investigation of operational areas is carried out. The concept of risk is revisited and reinforced by looking at ways of reducing risk e.g. limited liability companies.	Finally, students progress from internal considerations to investigating external factors which can cause firms to change strategy. More complex concepts are introduced here such as the role the economic cycle plays in affecting business activity and strategy.	
Skills Acquired	Develop an understanding of how these contexts impact on business behaviour - Use business terminology to identify and explain business activity - Apply business concepts to familiar and unfamiliar contexts.	Calculations and interpretations in a business context, including: <ul style="list-style-type: none"> • percentages and percentage changes • averages • revenue, costs and profit • break even • cash-flow forecasts, including total costs, total revenue and net cash flow 	- Apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	- Apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	Apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	

End Point	To develop both a theoretical and practical understanding of enterprise and entrepreneurship. To recognise the degree of risk and reward in business, and how risk can be coped with.	To be able to analyse markets in terms of classifying consumer characteristics, how consumers can be reached and targeted, and what strategies can be developed to cope with competition.	To be able to analyse business aims and Objectives, and how they change over time and with business context. To understand and be able to calculate: Business revenues, costs and profits. Cash and cash-flow.	To understand concept of limited liability and how this underpins the spread and reduction of risk for business owners. To develop an understanding of how businesses can market themselves and plan for change.	To learn and understand that businesses operate in markets with several external factors which affect their operation, and forces them to develop strategy to cope with change.	To consolidate learning in context and practice examination technique.
Assessment	Exam practice questions, End of 1.1 topic assessment Exam practice questions,	End of 1.2 topic assessment	Exam practice questions, End of 1.3 topic assessment	Exam practice questions, End of 1.4 topic assessment	Exam papers complete in class End of 1.5 topic assessment	Y10 Trial Exams Exam practice questions,
Outcome/ Assessment	End of unit assessment using examination board material in addition to homework and other AfL techniques. Mock examination in summer term, based on past papers.					

USEFUL RESOURCES / GUIDANCE:

<https://www.bbc.co.uk/bitesize/examspecs/z98snbk>

<https://ondemand.tutor2u.net/students/edexcel-gcse-business-catch-up-2021>

<https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/teaching-and-learning-materials/GCSE-9-1-business-getting-started-guide.pdf>