

Secondary Curriculum Information Pro-Forma

Subject:

Business

Subject Leader:

JQU

YEAR 10	Theme Title	Key Areas of Knowledge Acquisition	Key Skills and Processes Learned
Term 1 (September – October)	Spotting a business opportunity	<ul style="list-style-type: none"> Students will be taught about understanding the needs of a customer including market mapping, market research, added value and franchising. 	<ul style="list-style-type: none"> Students will be able to produce a market map for a range of different businesses. Students will be able to research a market and analyse competition.
Term 2 (November – December)	Showing enterprise	<ul style="list-style-type: none"> Students will be taught about thinking creatively, innovation and invention. Students will examine calculated risks and important enterprising skills. 	<ul style="list-style-type: none"> Students will participate in a Dragons den themed activity to demonstrate and develop skills of enterprise.
Term 3 (January – February)	Putting a business idea into practice	<ul style="list-style-type: none"> Students will be taught how to set objectives when starting up a business. The topic examines the qualities shown by entrepreneurs, how to estimate revenues, costs and profit. Students will be able to forecast cash flows, design a business plan and how to obtain finance. 	<ul style="list-style-type: none"> Students will be able to produce cash flow sheets and present a business plan. Students will produce a guidance sheet on how to obtain finance for a small business.
Term 4 (March – April)	Making the start – up effective	<ul style="list-style-type: none"> Students will be taught about the marketing mix and customer satisfaction. Student will understand the importance of limited liability, legal and tax issues. Students will understand how to recruit, train and motivate staff. 	<ul style="list-style-type: none"> Students will plan a marketing campaign. Students will demonstrate good interview skills, and produce a training session for the class.
Term 5 (April – May)	The economic context	<ul style="list-style-type: none"> Students will be taught about supply and demand. Students will understand the impact of interest rates, exchange rates and the business cycle. Students will learn about stakeholders and how to make business decisions 	<ul style="list-style-type: none"> Students will be able to present how the economy will affect a business they have researched.
Term 6 (June – July)	Investigating a small business - controlled assessment	<ul style="list-style-type: none"> Students will have five questions based on unit 1 content set by Edexcel.. For example: What is the most important element of the marketing mix to a business you have chosen? 	<ul style="list-style-type: none"> Students will research their chosen small business, present their findings and analyse the results and evaluate their results.