Business Learning Journey Year 10

Autumn Term

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
Topic		Topic 1.1 Enterprise and entrepreneurship			Topic 1.2 Spotting a business opportunity				HALF TERM
Sub topic	Course introduction	1.1.1 The dynamic nature of business	1.1.2 Risk and reward	1.1.3 The role of business enterprise	1.2.1 Customer needs	1.2.2 Market research		1.2.3 Market segmentation	
Challenge Objective and Content (for all learners)	Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas. Overview of assessment structure of the course.	Why new business ideas come about: • Changes in technology. • Changes in what consumers want. • Products and services becoming obsolete. • How new business ideas come about: ○ Original ideas Adapting existing products/services/ideas	The impact of risk and reward on business activity: • Risk: business failure, financial loss, lack of security Reward: business success, profit, independence	The role of business enterprise and the purpose of business activity: • 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.	Identifying and understanding customer needs: • What customer needs are: price, quality, choice, convenience. The importance of identifying and understanding customers: generating sales, business survival.	The purpose of market research: • To identify and understand customer needs. • To identify gaps in the market. • To reduce risk. • To inform business decisions.	Types of market research: • Methods of primary research: survey, questionnaire, focus group, observation • Methods of secondary research: Internet, market reports, government reports • The use of qualitative and quantitative market research data The role of social media in collecting market research data. The importance of the reliability of market research data.	How businesses use market segmentation to target customers: • Identifying market segments: location, demographics, lifestyle, income, age • Market mapping to identify a gap in the market and the competition	
Inspire Opportunities		Added value activity			What happens if the customers stop buying?	Market research activity		Choose a product from MacDonalds and show segmented audience	
Assessment Opportunities				1.1. Unit test					

Business Learning Journey Year 10

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Topic	**Topic 1.2 Spotting a business opportunity**	**Topic 1.3 Putting a business idea into practice**					**CHRISTMAS**
Sub topic	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	
Challenge Objective and Content (for all learners)	Understanding the competitive environment: • Strengths and weaknesses of competitors based on: price, quality, location, product range and customer service. The impact of competition on business decision making.	What business aims and business objectives are. Business aims and objectives when starting up: • Financial aims and objectives: survival, profit, sales, market share, financial security • Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control Why business aims and objectives differ between businesses.	The concept and calculation of: • Revenue • Fixed and variable costs • Total costs • Profit and loss • Interest	Interpretation of break-even diagrams: • The impact of changes in revenue and costs • Break-even level of output • Margin of safety • Profit and loss	The importance of cash to a business: • To pay suppliers, overheads and employees. • To prevent business failure (insolvency). • The difference between cash and profit. Calculation and interpretation of cash-flow forecasts: • Cash inflows • Cash outflows • Net cash-flow Opening and closing balances	Sources of finance for a start-up or established small business: • Short-term sources: overdraft and trade credit Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding	
Inspire Opportunities		Group work – what are the aims and objectives of a business of your choice	Range of calculation activities	Presentation of diagram of B/E	Completion or cash-flow forecast for practise		
Assessment Opportunities	1.2 Unit test					1.3 Unit test	

Business Learning Journey Year 10

Spring Term

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Topic	**Topic 1.4 Making the business effective**						HALF TERM
Subtopic	1.4.1 The options for start-up and small businesses		1.4.2 Business location	1.4.3 The marketing mix		1.4.4 Business plans	
Challenge Objective and Content (for all learners)	The concept of limited liability: • Limited and unlimited liability. • The implications for the business owner(s) of limited and unlimited liability.	The types of business ownership for start-ups: • Sole trader, partnership, private limited company. • The advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: • The advantages and disadvantages of franchising.	Factors influencing business location: • Proximity to: market, labour, materials and competitors • Nature of the business activity • The impact of the internet on location decisions: e-commerce and/or fixed premises	What the marketing mix is and the importance of each element: • Price, product, promotion, place	How the elements of the marketing mix work together: • 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.	The role and importance of a business plan: • 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. The purpose of planning business activity: • The role and importance of a business plan in minimising risk and obtaining finance.	
Inspire Opportunities	**Scenario:** Sam runs a local mobile car valeting business as a sole trader. He wants to expand by buying a second van and hiring an assistant, but his bank has refused to lend him any more money. His friend, Maya, offers to invest £10,000 and work with him if they change the business into a partnership		Map of a chosen business with reasons for location			https://www.alcestergs.co.uk/_site/data/files/new-folder/C7394953836549E2D3EB03F601F6B856.pdf	
Assessment Opportunities			Formative – Exam Q			1.4 Unit test	

Business Learning Journey Year 10

	Week 1	Week 2	Week 3	Week 4	Week 5	
Topic	**Topic 1.5 Understanding external influences on business**					EASTER
	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	
Challenge Objective and Content (for all learners)	Who business stakeholders are and their different objectives: • Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government Stakeholders and businesses: • How stakeholders are affected by business activity. • How stakeholders impact business activity. • Possible conflicts between stakeholder groups.	Different types of technology used by business: • E-commerce • Social media • Digital communication • Payment systems How technology influences business activity in terms of: • Sales • Costs • Marketing mix	The purpose of legislation: • Principles of consumer law: quality and consumer rights • Principles of employment law: recruitment, pay, discrimination, and health and safety The impact of legislation on businesses: • Cost • Consequences of meeting and not meeting these obligations.	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	The importance of external influences on business: introducing the idea that some factors beyond the business can impact on the business	
Inspire Opportunities						
Assessment Opportunities						

Business Learning Journey Year 10

Summer Term

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	
Topic	**Topic 1.5 Understanding external influences on business**	Exam Preparation & revision			Year 10 Exams		HALF TERM
	1.5.5 External influences	Exam skills/end of Theme 1 exam					
Challenge Objective and Content (for all learners)	Possible responses by the business to changes in: technology, legislation, the economic climate.	Consolidation of topic content and development of exam technique and skills.					
Inspire Opportunities							
Assessment Opportunities	1.5 Topic test		Walking Talking Mock			Theme 1 Mock Exam	

Business Learning Journey Year 10

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	SUMMER
Topic	Mock Exam Feedback	Work Exp	Enhancement activity			Reward week	
Challenge Objective and Content (for all learners)			Dragons Den task				
Inspire Opportunities							
Assessment Opportunities							