

Grace Academy Coventry

Curriculum Map 2022/23 - GCSE Business - Year 10

Dates	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Focus	1.1/1.2	1.2/1.3	1.3/1.4	1.4/1.5	1.5	2.1
Key Knowledge	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 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 businesses 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	2.1.1 Business growth 2.1.2 Changes in business aims and objectives
Key Skills	Develop an understanding of how these contexts impact on business behaviour - Use business terminology to identify and explain business activity	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 	Apply knowledge and understanding to different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local,	Apply knowledge and understanding 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 different business contexts. These include businesses ranging from small enterprises to large multinationals and businesses operating in local, national and global contexts	Investigate, analyse and evaluate business opportunities and issues

	- Apply business concepts to familiar and unfamiliar contexts.	total costs, total revenue and net cash flow	national and global contexts			
Individual Tasks/ Assessments	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.	End of Topic Exam Questions Multiple-choice questions - Short-answer questions - Extended-writing questions.
End point	<p>Why new business ideas come about</p> <p>The impact of risk and reward on business activity</p> <p>The role of business enterprise and the purpose of business activity</p> <p>Identifying and understanding customer needs</p>	<p>The purpose of market research</p> <p>Types of market research</p> <p>How businesses use market segmentation to target customers</p> <p>Understanding the competitive environment</p> <p>What business aims and business objectives are</p>	<p>The concept and calculation</p> <p>Interpretation of break-even diagrams</p> <p>The importance of cash to a business</p> <p>Calculation and interpretation of cash-flow forecasts</p> <p>Sources of finance for a start-up or established small business</p>	<p>The types of business ownership for start-ups</p> <p>The option of starting up and running a franchise operation</p> <p>Factors influencing business location</p> <p>What the marketing mix is and the importance of each element</p> <p>How the elements of</p>	<p>Different types of technology used by business</p> <p>How technology influences business activity</p> <p>The purpose of legislation</p> <p>The impact of legislation on businesses</p> <p>Consequences of meeting and not meeting these</p>	<p>Methods of business growth and their impact</p> <p>internal (organic) growth</p> <p>external (inorganic) growth</p> <p>The types of business ownership for growing businesses:</p> <p>public limited company (plc)</p> <p>Sources of finance for growing and established</p>

				<p>the marketing mix work together</p> <p>The role and importance of a business plan</p> <p>The purpose of planning business activity</p> <p>Who business stakeholders are and their different objectives</p> <p>Stakeholders and businesses</p>	<p>obligations</p> <p>The impact of the economic climate on businesses</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>	<p>businesses</p> <p>Why business aims and objectives change as businesses evolve</p> <p>How business aims and objectives change as businesses evolve</p> <p>The impact of globalisation on businesses</p> <p>Barriers to international trade</p> <p>How businesses compete internationally</p> <p>changing the marketing mix to compete internationally.</p>
<p>Link to A Level</p>	<p>A level Business Theme 1 Marketing and people - Dynamic markets / Market research and Market positioning</p>	<p>A level Business Theme 2 Managing a business activity : Revenue, costs and Profits / Break even and Cash Flow forecasts</p>	<p>A level Business Theme 2 - Managing a Business (sources of finance and Competitive markets)</p>	<p>A level Business Theme 1 Marketing and people/ Theme 2 Managing a Business : Business failure and success</p>	<p>A level Business Theme 2 - Managing a Business: economic uncertainties</p>	<p>A level Business - Theme 3 Business growth</p>

USEFUL RESOURCES / GUIDANCE:

<https://www.tutor2u.net/business/blog/gcse-igcse-businss-studies-revision-notes-master-listing>

<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>