

Year 10 Topics

In year 10 we teach the following topics over the course of the year. Some topics draw on knowledge from Y9 bridging lessons but many are new topics as Business is a new option subject for many. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
Topic 1.1 Enterprise and Entrepreneurship	To understand how business ideas come about, the impact of risk and reward and the role of entrepreneurship	The dynamic nature of business	Changes in technology, consumer's wants, trends, obsolete, original ideas, adapting existing products.	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Risk and reward	Risk, business failure, financial loss, lack of security, reward, business success, profit, independence.	
		The role of business enterprise	Goods, service, customer needs, added value, convenience, branding, quality, design, unique selling point, entrepreneur, resources, business decisions.	
Topic 1.2 Spotting a business opportunity	To recognise how businesses understand customer needs and conduct market research	Customer needs	price, quality, choice, convenience, generating sales, business survival, repeat purchases	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Market research	gap in the market, primary research, survey, questionnaire, focus group, observation, secondary research, internet, market reports, government reports, qualitative and quantitative data, bias, reliability	

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		Market segmentation	Market segment – age, gender, lifestyle, income, location, demographics, market mapping, competition, variables	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		The competitive environment	Competition, price, quality, location, product range, customer service, brand image, convenience, positioning	
Topic 1.3 Putting a business idea into practice	To be able to put a business idea into practice by identifying aims and objectives and understanding the financial aspects involved.	Business aims and objectives	Financial aims and objectives: survival, profit, sales, market share, financial security Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control, recognition	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Business revenues, costs and profits	Revenue, turnover, fixed and variable costs, total costs, profit and loss, interest, break-even level of output, margin of safety, interest rates	
		Cash and cash-flow	Cash inflows, cash outflows, net cash flow, cash flow forecast, opening and closing balances. Suppliers, employees, overheads, insolvency.	
		Sources of business finance	Short-term sources: overdraft and trade credit Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.	

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Topic 1.4 Making the business effective	To explore a range of factors that impact on the success of a business	The options for start-up and small businesses	Limited and unlimited liability Sole trader, partnership, private limited company, franchise, franchisee, franchisor.	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Business location	Proximity, labour, materials, competitors E-commerce, fixed premises.	
		The marketing mix	The 4 P's: price, product, promotion, place. Digital communication and E-commerce.	
		Business plans	Sections of a business plan: 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.	

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Topic 1.5 Understanding external influences on business	To understand the external influences that affect business and examine how a business responds	Business stakeholders	Stakeholder, shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		Technology and business	E-commerce, social media, digital communication, electronic payment systems	
		Legislation and business	Consumer law: quality and consumer rights employment law: recruitment, pay, discrimination, health and safety, redundancy procedures, disciplinary procedure, licence	Independence problem solving, evaluation – Exam Questions analysis - Exam Questions creativity literacy numeracy oracy research
		The economy and business	Economic climate, unemployment, consumer income, inflation, interest rates, government taxation, exchange rates.	
		External influences	Opportunities, threats, technology, legislation, the economic climate.	

