



## Year 10 Business Studies- Theme 1

	Autumn 1 Enterprise & Entrepreneurship	Autumn 2 Spotting a Business Opportunity	Spring 1 Putting a business idea in practice	Spring 2 Making the business effective	Summer 1 Understanding external influences on business	Summer 2 Consolidation
Topics	1.1 The dynamic nature of business. Risk and reward. The role of business enterprise.	1.2 Customer needs. Market research. Market segmentation. The competitive environment.	1.3 Aims & objectives. Cost, revenue & profit. Cash & Cash flow. Sources of finance.	1.4 Options for start-up and small businesses. Business location. Marketing Mix. Business plans.	1.5 Business stakeholders. Technology and business. Legislation and business. Economy & business. External influences	Application. Assessments. Work Experience
Assessment	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Knowledge quizzes. Learning mats. End of topic test. Edexcel assessment materials.	Edexcel assessment materials.

Building on Prior Learning	Formal Business Studies education starts in Year 10. Any prior learning is as a consumer in society. Students begin the course with very clear needs and wants, in addition to this brand awareness is very high.
Links with other subjects	The course has a financial element and this overlaps with basic number a graphical work within maths. Some terms and phrases used in business studies also overlap with Economics and Geography. Invention and innovation also has links to DT based subjects.
Extracurricular opportunities	Departmental revisions session. Business Club (Thursday lunchtime).
A successful learner in this subject will demonstrate	A successful learner will have a good knowledge of key terms and be able to apply them to a range of contexts accurately. In addition, they will demonstrate precise and methodical examination technique. Finally, they will independently engage with their own learning and follow business stories in the media and ask searching, thought provoking questions.
Impact on personal development	Business studies will help to support potential entrepreneurs in the development of their ideas and in general broaden their understanding of the world of business and work.



Ways to support student learning in this subject

- Encourage wider reading
- Having conversations with working adults
- Watching the business news
- Watching programmes such as Dragons' Den and The Apprentice
- Visiting [www.businessed.co.uk](http://www.businessed.co.uk) to support the understanding of subject content
- Visiting [www.quizlet.com](http://www.quizlet.com) to support the learning of key terms
- Become a critical consumer!