

# Culcheth High School Key Stage 4 Curriculum Map 2020 - 2021

Business Year 10

Edexcel



	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	<b>Topic 1.4 Making the business effective</b>	<b>Topic 1.4 Making the business effective</b>	<b>Topic 1.5 Understanding an external influence</b>	<b>Topic 1.5 Understanding an external influence</b>	<b>Topic 2.1: Growing a business</b>	<b>Topic 2.1: Growing a business</b>
Themes	<p>-The options for start-up small businesses – the concept of limited liability, the types of business ownership for start-ups and the option of starting up and running a franchise operation.</p> <p>-Business location – factors influencing location</p>	<p>-The marketing mix – what the marketing mix is, the importance of each element of the marketing mix and how the elements of the marketing mix work together</p> <p>-Business plans – the role and importance of a business plan and the purpose of planning business activity.</p>	<p>-Business stakeholders – who business stakeholders are and their different objectives, and the relationship between stakeholders and business</p> <p>-Technology and businesses – different types of technology used by business and how technology influences business activity</p>	<p>-Legislation and business – the purpose of legislation and the impact of legislation on businesses</p> <p>-The economy and business – the impact of the economic climate on businesses</p> <p>-External influences – the importance of external influences on business</p>	<p>-Business growth – methods of business growth and their impact, the types of business ownership for growing businesses and sources of finance for growing and established businesses</p> <p>-Changes in business aims and objectives – why and how business aims and objectives</p>	<p>-Business and globalisation – the impact of globalisation on businesses, barriers to international trade and how businesses compete internationally</p> <p>-Ethics, the environment and business – the impact of ethical and environmental considerations on businesses</p>
Writing Whole school literacy focus	<p><b>The spelling of Key Terms:</b>                      Limited liability, Assets, Incorporated, Unlimited liability, Unincorporated, Sole Trader, Partnership, Deed of partnership, Private limited company, Shareholders, Franchise, Franchisor, Franchisee</p>	<p><b>The spelling of Key Terms:</b>                      Product, Place, Price, Promotion, Undercut, Price war, Product differentiation, Brand loyalty, Market share, Recession, Promotional mix</p> <p>Business plan, SMART objective, Market research, Target market, Revenue,</p>	<p><b>The spelling of Key Terms:</b>                      Convenience, viable, market research, Focus groups, Target market, Sample, Generation Y, Data, Biased, Ethics, Source, Chamber of Commerce, Trade association, Analysis, Qualitative, Quantitative, Trade association, Analysis, Incentive, valid.</p>	<p><b>The spelling of Key Terms:</b>                      Legislation, Consumer Law, Induction, Comply, Reasonable care, Minimum wage, Discrimination, Protected characteristic</p> <p>Levy, Globalisation, Bank of England, Inflation, Tax, Imports, Exports, Gross profit,</p>	<p><b>The spelling of Key Terms:</b>                      Research and development, E-Commerce, Innovation, Merger, Takeover, Public limited company, Multinational Assets, Interest, Secured, Dividends, Stock market flotation, Stock exchange</p>	<p><b>The spelling of Key Terms</b>                      Globalisation, Imports, Exports, Domestically, Tariff, Protectionist measure, Trading bloc, Localise</p> <p>Ethics, Stakeholder, Trade-off, Profit margin, Green audit, Sustainability, Finite resource, Pressure</p>



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Special Events

Possible Visits

Visits to London to include- H of P, Old Bailey, RCJ, B of E, The crystal, Science museum, Warner Bros studio, financial district. Jaguar LandRover  
External speakers