

Culcheth High School Key Stage 4 Curriculum Map 2024 - 2025

Subject: Business Year 10

Exam Board: Edexcel



**CULCHETH
HIGH SCHOOL**
› THE BEST THAT WE CAN BE

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	Topic 1.2 Spotting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.3 & 1.4 Making the business effective	Topic 1.4 Making the business effective	Topic 1.5 Understanding an external influence	Topic 2.1: Growing a business
Themes	<ul style="list-style-type: none"> Identifying and understanding customer needs Understanding market research types and how data is used in business Identify market segments and understand how businesses segment the market and the benefits SWOT analysis of competitors and understand the importance of competitor analysis to a businesses success 	<ul style="list-style-type: none"> Identifying and understanding aims and objectives a business may have and their importance Calculating revenue, cost and profit Break-even Understanding and calculating cash flow Identify the different sources of finance available to a small business and the advantages and disadvantages 	<ul style="list-style-type: none"> Business ownership types and differences between the types How businesses might determine the best location Understanding the elements of the marketing mix within a business The elements and importance of business plans to start up and develop businesses 	<ul style="list-style-type: none"> Business ownership types and differences between the types How businesses might determine the best location Understanding the elements of the marketing mix within a business The elements and importance of business plans to start up and develop businesses 	<ul style="list-style-type: none"> The economy and business – the impact of the economic climate on businesses External influences – the importance of external influences on business 	<ul style="list-style-type: none"> Business and globalisation – the impact of globalisation on businesses, barriers to international trade and how businesses compete internationally Ethics, the environment and business – the impact of ethical and environmental considerations on businesses

<p style="text-align: center;">Writing whole school literacy focus</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Viable ● Market research ● Focus groups ● Target market ● Data ● Biased ● Ethics ● Chamber of Commerce ● Trade association ● Analysis ● Qualitative ● Quantitative ● Segmentation ● Demographics ● Incentive ● Valid. <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6 & 9, mark questions</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Profit ● Social objective ● Market share ● Income stream ● Viable ● Income statement ● Stakeholder ● Break-even point ● Credit ● Overheads ● Insolvent ● Trade credit ● Overdraft ● Share capital ● Shareholders ● Credit check ● Asset ● Retained profit <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6 & 9, mark questions</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Liability ● Assets ● Incorporation ● Sole trader ● Franchise ● Franchisor ● Franchisee ● Labour ● Footfall ● Demographics ● National living wage ● Bulk gaining product ● Bulk reducing product ● E-commerce ● M-commerce ● Differentiation ● Loyalty ● Budgets ● Forecasts <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6 & 9, mark questions</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Liability ● Assets ● Incorporation ● Sole trader ● Franchise ● Franchisor ● Franchisee ● Labour ● Footfall ● Demographics ● National living wage ● Bulk gaining product ● Bulk reducing product ● E-commerce ● M-commerce ● Differentiation ● Loyalty ● Budgets ● Forecasts <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6 & 9, mark questions</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Legislation ● Consumer Law ● Induction ● Comply ● Reasonable care ● Minimum wage ● Discrimination ● Protected characteristic ● Levy ● Globalisation ● Bank of England, Inflation ● Tax ● Imports ● Exports ● Gross profit ● Exchange rates ● Obsolete <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6, 9, 12 mark questions</p>	<p>The spelling of key terms:</p> <ul style="list-style-type: none"> ● Globalisation ● Imports ● Exports ● Domestically ● Tariff ● Protectionist measure ● Trading bloc ● Localise ● Ethics ● Stakeholder ● Trade-off ● Profit margin ● Green audit ● Sustainability ● Finite resource ● Pressure group ● Boycott ● Viral marketing ● Lobbying <p>Analysing and Evaluating: Exam structure technique. Developing higher-level responses 6, 9 mark questions</p>
<p style="text-align: center;">Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, political decisions that impact business, employees and customers.</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, political decisions that impact business,</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, political decisions that impact business,</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, political decisions that impact business,</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, and political decisions that impact business,</p>	<p>Link to real-life case studies and current business news, for example, controversial business decisions, and political decisions that impact business,</p>

		employees and customers.	employees and customers.	employees and customers.	employees and customers.	employees and customers.
Key Assessment Foci, suggested Assessments and Feedback week	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout	Topic-specific Quality Marked Assessment (QMA) Key terms bingo and quick quizzes throughout
Special Events						London visit
Possible Visits	Visits to London include- H of P, Thames river cruise, financial district, borough markets, Amazon staff less store. New York with Media dept - involves a tour about the history of the NY stock exchange					
CEIAG - Possible Employer Engagement Activities	Local and national businesses examined during teaching. Possibility of guest speakers from small businesses to discuss key areas of business theory.					