

# Year 10 Curriculum

Unit 1: Business in the Real World	
Topic Five: Business location	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge to understand that location is an important choice for a business and that it can have a big impact on its overall success. Students should be able to: <ul style="list-style-type: none"> <li>understand the factors that influence where a business is located, including proximity to the market, availability of raw materials, labour, competition and costs</li> </ul>
<b>Lesson 1:</b> What are the factors that influence location?	
<b>Lesson 2:</b> Why might some businesses locate abroad?	
Topic Six: Business planning	
<b>Topic Intention:</b>	Our intention is to ensure that students understand the importance of business planning and how it can help a business to get to where they want to be. Students should be able to: <ul style="list-style-type: none"> <li>understand the reasons why businesses create plans, including importance in setting up a new business, raising finance, setting objectives and detailing how functions of a business will be organised</li> <li>analyse the benefits and drawbacks of business planning</li> <li>understand the main sections of a business plan</li> <li>understand the difference between variable, fixed and total costs</li> <li>understand the concept of revenue, costs, profit and loss</li> </ul>
<b>Lesson 3:</b> What is the purpose of a business plan?	
<b>Lesson 4:</b> What is included in the finance section of a business plan?	
Topic Seven: Expanding a business	
<b>Topic Intention:</b>	Our intention is to provide students with the knowledge required to examine why and how businesses can expand. Students should be able to: <ul style="list-style-type: none"> <li>understand the methods used by businesses when expanding (organic growth through franchising, opening new stores and expanding through e-commerce, outsourcing and external growth through mergers and takeovers)</li> <li>discuss the advantages and disadvantages of methods of growth</li> <li>understand the meaning of purchasing and technical economies of scale</li> <li>understand the benefits of growth in terms of unit cost advantages due to economies of scale</li> <li>understand the drawbacks of growth due to diseconomies of scale</li> <li>understand that with growth businesses increase the risk of diseconomies of scale occurring due to poor communication, coordination issues and reduced staff motivation</li> <li>calculate and interpret average unit costs</li> </ul>
<b>Lesson 5:</b> How can a business grow internally and externally?	
<b>Lesson 6:</b> What are the advantages and disadvantages of business expansion?	

Unit 2: Influences on Business	
Topic One: Technology	
<b>Topic Intention:</b>	Our intention is to enable students to consider how changing technology has impacted upon businesses. Students should be able to: <ul style="list-style-type: none"> <li>understand the impact of the changing use of ICT and how it influences business activity</li> <li>understand how E-commerce is used to access wider markets</li> <li>understand how digital communication is changing the way businesses communicate with stakeholders</li> </ul>

	<ul style="list-style-type: none"> <li>identify relevant examples of digital technology/communication</li> </ul>
<b>Lesson 1:</b> How does the changing use of ICT impact on a business?	
<b>Lesson 2:</b> How does e-commerce provide access to wider markets?	
<b>Lesson 3:</b> What is the relationship between digital communication & stakeholders?	
Topic Two: Ethical and environmental considerations	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge to understand the ethical and environmental policies that businesses have. Students should be able to: <ul style="list-style-type: none"> <li>identify and analyse where there may be a possible trade-off between ethics and profit</li> <li>understand that ethical behaviour requires businesses to act in ways that stakeholders consider to be both fair and honest</li> <li>identify relevant examples of ways in which a business can behave ethically and the benefits and drawbacks of ethical behaviour</li> <li>demonstrate knowledge and understanding of how business and consumers accept greater environmental responsibility in their decision making and the costs and benefits of businesses behaving this way</li> <li>identify and analyse where there may be a possible trade-off between sustainability and profit</li> </ul>
<b>Lesson 4:</b> How can businesses behave ethically?	
<b>Lesson 5:</b> What are the effects of business activity on the environment?	
<b>Lesson 6:</b> How can bus and consumers show environmental responsibility?	
<b>Lesson 7:</b> What are the ads and disads of environ friendly and ethical policies?	
Topic Three: The economic climate of business	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge required to understand that the economic climate can change quickly and that there are external influences that will affect business. Students should be able to: <ul style="list-style-type: none"> <li>demonstrate and understand how businesses might be affected by changes in the rate of interest</li> <li>identify how and why businesses might be affected by changes in levels of employment</li> <li>discuss how demand for products and services may change as incomes fluctuate</li> </ul>
<b>Lesson 8:</b> How is a business affected by changes in interest rates?	
<b>Lesson 9:</b> How do interest rate changes affect spending?	
<b>Lesson 10:</b> How are businesses affected by levels of employment?	
<b>Lesson 11:</b> How can demand change as incomes fluctuate?	
Topic Four: Globalisation	
<b>Topic Intention:</b>	Our intention is to ensure that students have a good knowledge of the impact of a more interconnected world economy. Students should be able to: <ul style="list-style-type: none"> <li>demonstrate knowledge and understanding of globalisation and the benefits and drawbacks that it offers UK businesses</li> <li>demonstrate an understanding of the impact of exchange rates on the profit and sales of those businesses that import and/or export</li> </ul>
<b>Lesson 12:</b> What is globalisation?	
<b>Lesson 13:</b> What are the benefits and drawbacks of globalisation?	

<b>Lesson 14:</b> What methods are used by businesses to compete internationally?	
<b>Lesson 15:</b> What is the impact of changing exchange rates on a business?	
<b>Topic Five: Legislation</b>	
<b>Topic Intention:</b>	Our intention is to enable students to understand a selection of laws that businesses have to be aware of and the impact that they have on them. Students should be able to: <ul style="list-style-type: none"> <li>assess the impact of legislation on businesses, for example cost, training needs, recruitment and the consequences of failure to follow legislation for the business</li> <li>understand the benefits for providing a safe working environment</li> <li>identify the effects of the legislation on businesses</li> </ul>
<b>Lesson 16:</b> What is the impact of employment legislation on a business?	
<b>Lesson 17:</b> What is the impact of H&S and consumer legislation on a business?	
<b>Topic Six: The competitive environment</b>	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge to understand how most businesses face competition and how this can make it risky to run a business. Students should be able to: <ul style="list-style-type: none"> <li>understand the meaning of a market and competition</li> <li>analyse potential impacts of competition on businesses and identify situations when businesses face minimal or no competition</li> <li>understand the risks businesses face and the reasons why all businesses face uncertainty</li> <li>understand the reason why entrepreneurs embark on running businesses and the activities businesses can undertake to minimise risks</li> </ul>
<b>Lesson 18:</b> What impact will competition have on a business?	
<b>Lesson 19:</b> What risks do businesses face?	

<b>Unit 3: Business Operations</b>	
<b>Topic One: Production processes</b>	
<b>Topic Intention:</b>	Our intention is to enable students to understand the different production methods and how operations can be undertaken more efficiently, using a few resources as possible. Students should be able to: <ul style="list-style-type: none"> <li>understand job and flow production methods and understand when each is appropriate</li> <li>consider how production might be made more efficient by the use of lean production techniques</li> </ul>
<b>Lesson 1:</b> What is the difference between job and flow production?	
<b>Lesson 2:</b> Which is the best method of production?	
<b>Lesson 3:</b> How can production be made more efficient?	
<b>Topic Two: The role of procurement</b>	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge required to understand the relationship between a business and its suppliers. Students should be able to: <ul style="list-style-type: none"> <li>evaluate the use of managing stock using JIT to a given business</li> <li>recognise that the benefits of reduced costs must be balanced against the cost of more frequent deliveries and lost purchasing economies of scale</li> <li>understand the benefits of having spare stock to satisfy demand balanced against the cost of holding buffer stock</li> <li>analyse the factors that affect the choice of supplier for a given business</li> <li>understand what procurement and logistics are and their effect on a business</li> <li>recognise that the benefits of reduced costs must be balanced against the quality of service</li> <li>understand what a supply chain is and recognise the benefits of managing an effective supply chain</li> </ul>

<b>Lesson 4:</b> What is the difference between just in time and just in case?	
<b>Lesson 5:</b> How does a business choose which supplier to use?	
<b>Lesson 6:</b> What are the effects of procurement and logistics on a business?	
<b>Topic Three: The concept of quality</b>	
<b>Topic Intention:</b>	Our intention is to ensure that students understand the meaning and importance of quality along with how it can be achieved and the costs involved in doing so. Students should be able to: <ul style="list-style-type: none"> <li>understand customer expectations of quality in terms of production of goods and the provision of services</li> <li>understand how businesses identify quality problems</li> <li>understand how businesses measure quality and the consequences of these issues</li> <li>understand the methods of maintaining consistent quality</li> <li>identify the advantages to a business of using TQM</li> <li>identify the possible quality issues as businesses grow, particularly if outsourcing and franchising is used</li> </ul>
<b>Lesson 7:</b> What are the consequences of quality issues?	
<b>Lesson 8:</b> What methods are used by a business to maintain consistent quality?	
<b>Lesson 9:</b> What are the costs and benefits of maintaining quality?	
<b>Topic Four: Good customer service</b>	
<b>Topic Intention:</b>	Our intention is to ensure that students understand what is meant by customer service and the ways in which businesses can offer these to a high standard including the use of ICT. Students should be able to: <ul style="list-style-type: none"> <li>understand the sales process</li> <li>understand the importance of providing good service to customers and analyse the techniques businesses use to provide good customer service</li> </ul>
<b>Lesson 10:</b> What is good customer service?	
<b>Lesson 11:</b> What are the benefits and dangers of good customer service?	
<b>Lesson 12:</b> How can ICT help businesses to offer good customer service?	

<b>Unit 4: Human Resources</b>	
<b>Topic One: Organisational structures</b>	
<b>Topic Intention:</b>	Our intention is to equip students with the knowledge to understand that different businesses use different organisational structures and that this may change over time. Students should be able to: <ul style="list-style-type: none"> <li>understand internal organisational structures, span of control, chain of command, delayering and delegation</li> <li>understand why businesses have internal organisational structures, including an understanding of different job roles and responsibilities throughout the business</li> <li>understand the impact that having a tall or flat organisational structure has on how a business is managed</li> <li>understand how organisational structure may affect the different ways of communication</li> </ul>
<b>Lesson 1:</b> How are businesses structured?	
<b>Lesson 2:</b> Why are internal structures needed?	
<b>Lesson 3:</b> How can different structures impact on a business?	
<b>Lesson 4:</b> What is the difference between centralisation & decentralisation?	

# Year 11 Curriculum

## Unit 4: Human Resources

### Topic Two: Recruitment and selection of employees

<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand that businesses operate an effective recruitment and selection process to enable them to recruit the best employees. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the difference between and the benefits and drawbacks of internal and external recruitment</li> <li>outline the main stages in the recruitment and selection process, including an understanding of job analysis, job description, person specification, and selection methods</li> <li>analyse the benefits of having an effective recruitment and selection process for a business, including high productivity, high quality output or customer service and staff retention</li> <li>understand the difference between part time and full time contracts, job share and zero hour contracts</li> <li>understand the benefits of full and part time employment</li> </ul>
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**Lesson 5:** Why does a business need to recruit?

**Lesson 6:** How does a business recruit new employees?

**Lesson 7:** How does a business select new employees?

**Lesson 8:** Why is it important to have an effective recruitment & selection process?

**Lesson 9:** What is included in a contract of employment?

### Topic Three: Motivating employees

<b>Topic Intention:</b>	<p>Our intention is to enable students to understand that motivation is important because a motivated workforce can help to make a business very competitive. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the benefits of a motivated workforce, such as staff retention and high productivity</li> <li>understand the use of financial methods of motivation (including an understanding of the main methods of payment including salary, wage, commission and profit sharing)</li> <li>understand the use of non-financial methods of motivation, including styles of management, importance of training and greater responsibility, fringe benefits</li> </ul>
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**Lesson 10:** What are the benefits of having a motivated workforce?

**Lesson 11:** What are the non-financial methods of motivation?

**Lesson 12:** What are the financial methods of motivation?

### Topic Four: Training

<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand that training employees can bring a range of benefits to businesses and help them to be more competitive than its rivals. Students should be able to:</p> <ul style="list-style-type: none"> <li>explain the benefits of training employees for a business, including increased productivity, ability to deal with changes in technology, increased motivation, staff retention, production of high quality goods and good customer service</li> <li>understand the methods of training undertaken by businesses, including induction training, on the job training and off the job training</li> <li>explain the benefits of induction training</li> <li>analyse the benefits and drawbacks of on the job and off the job training and evaluate which would be the most appropriate method for a variety of businesses</li> </ul>
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**Lesson 13:** What types of training are undertaken by a business?

**Lesson 14:** Why is training so important for a business?

## Unit 5: Marketing

### Topic One: Identifying and understanding customers & segmentation

<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand that a business can only be successful if it meets its customers' needs and wants effectively and then divides up markets to target. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the importance of identifying and satisfying customer needs, in order to provide a product or service that customers will buy, increase sales, select the correct marketing mix, avoid costly mistakes, be competitive</li> <li>understand how and why different businesses use segmentation to target customers, including: gender, age, location, income</li> </ul>
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**Lesson 1:** Why is it so important to identify and satisfy customer needs?

**Lesson 2:** What is segmentation?

### Topic Two: The purpose and methods of research

<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand how important market research is to businesses if they want to know what is happening in their market. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand why businesses conduct market research, such as to identify market opportunities and to get a better insight into their customers and competitors</li> <li>understand the difference between qualitative and quantitative market research</li> <li>identify the benefits and drawbacks for various market research techniques and select the best method for a given business</li> <li>interpret and use qualitative and quantitative market research findings to help make appropriate decisions for different types of business</li> <li>manipulate and interpret data from tables and charts</li> <li>identify market size and market share</li> </ul>
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**Lesson 3:** Why do businesses conduct market research?

**Lesson 4:** What is the difference between primary and secondary research?

**Lesson 5:** Which method of research is the best?

### Topic Three: Products and pricing

<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand the importance of product and price in the marketing mix. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the benefits and risks of developing new products</li> <li>understand the importance of product design, image and the needs of the target market when designing new products</li> <li>appreciate the significance of having a USP in a competitive market and the importance of a good brand image</li> <li>have an understanding of the product life cycle and demonstrate how demand for a product or service might change over time</li> <li>evaluate the effectiveness of extension strategies and when they would be suitable</li> <li>understand how and why businesses might broaden and balance their product portfolio using the Boston Matrix</li> <li>identify and explain the four categories of the Boston Box</li> <li>have an understanding of the main features of pricing methods and the impact they will have on a business</li> <li>recognise the factors, internal and external, which might influence the pricing decision, particularly as businesses grow and expand</li> <li>evaluate the factors and use them to assess the suitability of pricing methods for a given business</li> <li>have an understanding of the basic relationship between price and demand ie as prices rise demand is likely to fall</li> </ul>
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<b>Lesson 6:</b> What are the benefits and risks of developing new products?	
<b>Lesson 7:</b> How can a business analyse their product portfolio?	
<b>Lesson 8:</b> How could a business broaden their product portfolio?	
<b>Lesson 9:</b> What pricing strategies can be used?	
<b>Lesson 10:</b> What are the factors that influence pricing decisions?	
<b>Topic Four: Promotion and distribution</b>	
<b>Topic Intention:</b>	<p>Our intention is to ensure that students understand the different promotional and distribution activities that a business can carry out and their importance a growing business. Students should be able to:</p> <ul style="list-style-type: none"> <li>understand the promotional methods which are likely to be used by a given business</li> <li>appreciate the benefits and drawbacks of promotional methods used by businesses</li> <li>analyse factors influencing the selection of the promotion mix to assess their suitability for a given business</li> <li>understand the different channels of distribution used by businesses to gain access to potential customers</li> <li>analyse the appropriateness of each distribution method for a given scenario</li> <li>analyse the growing importance of e-commerce and m-commerce and how it can extend the reach of businesses to include international markets</li> <li>identify the benefits and drawbacks of a business using e-commerce and m-commerce</li> </ul>
<b>Lesson 11:</b> How can businesses promote?	
<b>Lesson 12:</b> What are the factors that influence promotion?	
<b>Lesson 13:</b> What are the different ways that a business can distribute?	
<b>Lesson 14:</b> How important are new methods of distribution?	

<b>Unit 6: Finance</b>	
<b>Topic One: Sources of finance</b>	
<b>Topic Intention:</b>	<p>Our intention is to equip students with the knowledge to understand</p> <ul style="list-style-type: none"> <li>understand the main internal and external sources of finance available (including family and friends, retained profit, a new share issue, obtaining a loan or mortgage, selling unwanted assets, overdrafts, trade credit, hire purchase and government grants)</li> <li>analyse the advantages and disadvantages of each method for a given situation</li> <li>evaluate the suitability of sources of finance for new and established businesses</li> </ul>
<b>Lesson 1:</b> What are the main methods businesses use to raise finance?	
<b>Lesson 2:</b> Which is the most appropriate method of finance?	
<b>Topic Two: Cash flow</b>	
<b>Topic Intention:</b>	<p>Our intention is to</p> <ul style="list-style-type: none"> <li>understand the consequences of cash flow problems and the effect of positive cash flow</li> <li>understand how and why cash flow forecasts are constructed</li> <li>complete and interpret sections of a cash flow forecast (this includes an understanding of cash inflows and outflows, net cash flow and the opening and closing balance)</li> <li>evaluate possible solutions to cash flow problems, including re-scheduling payments, overdrafts, reducing cash outflow, increasing cash inflow and finding new sources of finance</li> </ul>
<b>Lesson 3:</b> What is the difference between cash and profit?	
<b>Lesson 4:</b> How and why are cash flow forecasts constructed?	

<b>Lesson 5:</b> What are the solutions to cash flow problems?	
<b>Topic Three: Financial terms and calculations</b>	
<b>Topic Intention:</b>	<p>Our intention is to</p> <ul style="list-style-type: none"> <li>understand the difference between variable costs, fixed costs and total costs</li> <li>understand the concept of revenue, costs, profit and loss</li> <li>understand the main investment projects that businesses undertake, including investment in new machinery, buildings and vehicles</li> <li>calculate the average rate of return for these projects</li> <li>understand the meaning of the term break-even output and interpret break-even charts</li> <li>identify the break-even level of output and margin of safety from a break-even chart</li> <li>evaluate the value of using break-even analysis to a business</li> </ul>
<b>Lesson 6:</b> What are the basic financial terms?	
<b>Lesson 7:</b> Why do businesses invest?	
<b>Lesson 8:</b> What is break-even analysis?	
<b>Lesson 9:</b> How valuable is break-even analysis?	
<b>Topic Four: Analysing the financial performance of a business</b>	
<b>Topic Intention:</b>	<p>Our intention is to</p> <ul style="list-style-type: none"> <li>understand the importance of financial statements for assessing business performance and helping make business decisions</li> <li>identify the main components of the income statement and the statement of financial position</li> <li>understand the difference between assets and liabilities and that the statement of financial position is a snapshot in time</li> <li>make judgements on the performance of a business through the interpretation of the information contained in income statements</li> <li>consider current performance, performance against previous years, performance against competitors and performance from the perspective of a range of stakeholders</li> <li>calculate gross profit margin and net profit margin to help assess financial performance</li> </ul>
<b>Lesson 10:</b> What is the purpose of financial statements?	
<b>Lesson 11:</b> What are the main components of the income statement?	
<b>Lesson 12:</b> How can the income statement be used to analyse performance?	
<b>Lesson 13:</b> What are the main components of the statement of financial position?	
<b>Lesson 14:</b> How would stakeholders interpret financial performance of a business?	