

Curriculum Overview – GCSE Business (Year 10)

| Sequencing of topics | What knowledge will students develop? (Including key terminology) | What skills will students develop? (Including literacy & numeracy) | Assessment opportunities | Homework opportunities | Personal development (Ursuline Values, Catholic Social Teaching, Cultural Capital, Cross-curricular, Careers) | Curriculum links |
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| Autumn Term | | | | | | |
| 1.1.1 Dynamic nature of Business | Business environment, change, innovation, external factors (PESTLE), globalisation | Interpreting case studies Explaining cause and effect Using data to identify trends | Short-answer questions Case study analysis Knowledge quizzes | Research a business affected by change News article summary | Adaptability and resilience Stewardship and the common good Careers: entrepreneurship | Geography (globalisation) Citizenship |
| 1.1.2 Risk and Reward | Risk, reward, profit, loss, uncertainty | Evaluating decisions Calculating risk vs reward | Scenario-based questions MCQs | Risk analysis of a small business | Decision-making Moral responsibility in business | Maths (probability) PSHE |
| 1.1.3 Role of Business Enterprise | Enterprise, innovation, wealth creation, employment | Discussion and justification Written explanations | Extended responses Presentations | Research a famous entrepreneur | Stewardship and the common good | Economics Careers |
| 1.2.1 Customer needs | Needs vs wants, customer satisfaction, market | Identifying target customers Literacy: persuasive language | Case study questions | Customer profile task | Dignity of the human person | Psychology English |
| 1.2.2 Market Research | Primary/secondary research, qualitative/quantitative | Data collection Graphs and charts | Data response questions | Design a questionnaire | Stewardship and the common good | Economics |
| 1.2.3 Market Segmentation | Demographic, geographic, psychographic, behavioural | Classification Analytical writing | Exam-style questions | Segment a chosen product | Decision-making Moral responsibility in business | Sociology Geography |

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| 1.2.4 Competitive Environment | Competition, market share, USP | Comparison and evaluation | Case study exam questions | Competitor analysis table | Decision-making Moral responsibility in business | Economics |
| 1.3.1 Aims and Objectives | Mission statements, objectives, growth, profit | Distinguishing aims and objectives Application to scenarios | 6–9-mark questions | Write aims and objectives for a start-up | Decision-making Moral responsibility in business | PSHE |
| 1.3.2 Revenue costs and Profit | Revenue, fixed/variable costs, profit, loss | Calculations Interpreting financial data | Numeracy-based exam questions | Profit calculation worksheet | Stewardship and the common good | Maths |
| 1.3.2 Cash and Cash-Flow | Cash flow, inflows/outflows, liquidity | Completing cash-flow tables | Data response exam questions | Cash-flow forecast task | Decision-making Moral responsibility in business | Maths |
| 1.3.4 Sources of Finance | Internal/external finance, loans, grants, shares | Evaluating suitability of finance | 9-mark evaluation question | Finance comparison task | Decision-making Moral responsibility in business | Finance education |

Spring Term

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| 1.4.1 Start- Up Options | Sole trader, partnership, limited company | Comparison and justification | Case study questions | Choose best option for a business scenario | Decision-making Moral responsibility in business | Law Careers |
| 1.4.2 Business location | Factors affecting location, costs, access | Decision-making | Short-answer questions | Location analysis task | Decision-making | Geography |
| 1.4.3 The Marketing Mix | Product, Price, Place, Promotion | Applying theory to real businesses | 9- and 12-mark exam questions | Create a marketing mix for a product | Decision-making | Media Studies |
| 1.4.4 Business Plans | Purpose and contents of a business plan | Structured writing | Mini business plan task | Draft a business plan section | Moral responsibility in business | English |
| 1.5.1 Business Stakeholders | Stakeholders, interests, conflict | Evaluation | Case study exam questions | Stakeholder mapping | Decision-making Ethics and responsibility | Citizenship |

| Summer Term | | | | | | |
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| 1.5.2 Technology and Business | E-commerce, automation, digital marketing | ICT analysis | Scenario questions | Technology impact research | Moral responsibility in business | Computing |
| 1.5.3 legislation and Business | Employment law, consumer law, health & safety | Applying law to business situations | Exam-style questions | Law case study summary | Ethics and responsibility Decision-making | Law Citizenship |
| 1.5.4 Economy and Business | The economy and Economic growth | Interpreting economic data | 6–9-mark Edexcel exam questions | Research how inflation or interest rates affect small businesses | Common good and stewardship | Economics, Maths (percentages, trends), Citizenship |
| 1.5.5 External influences | PESTLE analysis | Applying external factors to business scenarios | Case study analysis | Complete a PESTLE analysis for a chosen small business; news article summary linked to an external influence | Care for creation and ethical responsibility | Geography (environment) |