

	<b>Cycle 1 Autumn</b>	<b>Cycle 2 Spring</b>	<b>Cycle 3 Summer</b>
<b>Substantive knowledge –</b> Essential knowledge & conceptual understanding of the Edexcel Specification	<p><b>Topic 1.1: Enterprise and entrepreneurship</b></p> <p>The dynamic nature of Business (1.1.1), risk and rewards (1.1.2), The role of business enterprise (1.1.3)</p> <p><b>Topic 1.2: Spotting a business opportunity</b></p> <p>Customer needs (1.2.1), Market Research (1.2.2), Market Segmentation (1.2.3), The competitive environment (1.2.4)</p> <p><b>Topic 1.3: Putting Business ideas into practice</b></p> <p>Business aims and objectives (1.3.1), Business revenues, costs and profits (1.3.2)</p>	<p><b>Topic 1.3: Putting Business ideas into practice (continued)</b></p> <p>Cash and cash-flow (1.3.3), Sources of Business Finance (1.3.4)</p> <p><b>Topic 1.4: Making the Business effective</b></p> <p>The options for start-up and small businesses (1.4.1), Business location (1.4.2), The marketing mix (1.4.3), Business plans (1.4.4)</p> <p><b>Topic 1.5: Understanding external influences on business</b></p> <p>Business stakeholders (1.5.1), Technology and business (1.5.2), Legislation and business (1.5.3)</p>	<p><b>Topic 1.5: Understanding external influences on business (continued)</b></p> <p>The economy and business (1.5.4), External influences (1.5.5)</p> <p><b>Topic 2.1 : Growing the business</b></p> <p>Business growth (2.1.1), Changes in business aims and objectives (2.1.2), Business and globalisation (2.1.3), Ethics, the environment and business (2.1.4)</p>
<b>Disciplinary knowledge - what skills are practised?</b>	<p><b>Topic 1</b></p> <p>Students will investigate why new business ideas come about and how new business ideas can come from these opportunities. They will look specifically into new technology, products becoming obsolete and changing customer needs. This will be applied to new businesses. (1.1.1)</p> <p>Students will look into the impact of risk and reward on business activity. Profit, Success and Independence will be studied and groups will be required to be able to discuss the benefits of each. Alongside this students will also look at Failure, Financial Risk and Security as business risks. (1.1.2)</p> <p>Students will research the role of business enterprise and the purpose of business activity. After having a clear understanding of the purpose of business students will analyse the role of</p>	<p><b>Topic 3 (contd)</b></p> <p>Students will learn about the importance of cash to a business and the different inflows and outflows that a business needs to monitor. Calculation and interpretation of cash-flow forecasts will also be taught and students will not only be expected to learn how to calculate net cash flow but also be expected to analyse their findings to make assumptions about the business's performance. (1.3.3)</p> <p>Students will investigate different Sources of finance for a start -up or established small business. They will be expected to suggest and justify different financial options for growth for both new and developed companies.(1.3.4)</p> <p><b>Topic 4</b></p>	<p><b>Topic 5</b></p> <p>Students will study what is meant by the economy and how the economic climate can affect a business. They will study recession, boom, slowdown etc. and how sales, customers and competition is affected during each of these periods. (1.5.4)</p> <p>To finish unit 1 students will investigate how influences such as competition and the economy can impact a business's performance and profit. (1.5.5)</p> <p><b>Topic 6</b></p> <p>Students will learn about the different methods of business growth and their impact on a company. These include – Internal Growth and External Growth. Students will also investigate the different types of business ownership for growing businesses and analyse the impacts of running a Public Limited Company. Finally, Sources of finance for growing and established businesses will be taught so students have a clear understanding of how businesses can finance their expansion (2.1.1)</p>

	<p>entrepreneurship and what it takes to run a new company. (1.1.3)</p> <p><b>Topic 2</b> Students will Identify and understand customer needs and how this can impact operations and a firm's competitive advantage. (1.2.1) Students will look into the purpose of market research and investigate why it is important for a new business to research their market to help understand – customer needs, competitors, gaps in the market and trends. Methods of market research will also be taught and students will be expected to know the advantages / disadvantages of each method. Finally, students will be expected to learn the use of data in market research in helping to make business decisions. (1.2.2) This subtopic looks into how businesses use market segmentation to target customers and the importance of understanding each group and their needs to help develop an effective marketing / advertising campaign. (1.2.3) Students will learn about the importance of understanding the competitive environment and how competitors can affect a business's – sales, prices, profits, expansion. Students will learn about the impact of competitor pricing and how this can influence their own pricing strategies (1.2.4)</p> <p><b>Topic 3</b> Students will learn about what business aims and objectives are and the different aims and objectives new companies set when starting up. They</p>	<p>Students will study the concept of unlimited and limited liability along with advantages and disadvantages this has for a business owner. They will look into the different types of business ownership for start-ups and the benefits and drawbacks each ownership has for the entrepreneur. Sole Trader, Partnerships and Limited Companies will be taught. Once this has been completed students will be taught about franchising and how this supports an entrepreneur when running or even starting their own venture. Benefits and drawbacks for this style of ownership will be studied for both the franchisee and franchisor (1.4.1) Students will investigate the factors influencing a business location. They will look at competition, cost, technology and customers when making their decisions about which location is appropriate for different types of business. (1.4.2) The marketing mix will be studied in detail and students will be taught about each element – product, price, place, promotion – and why all are important for developing an effective marketing campaign. They will investigate how each of the elements of the marketing mix work together and when changes are made to one another is affected. Students will be expected to analyse this at the end and discuss how changes that are made can impact a business's overall strategy. (1.4.3) The unit will finish with students researching the role and importance of a business plan along with what needs to be included in an effective plan. The purpose of planning business activity will be taught and students will be expected to know, discuss and analyse the advantages / disadvantages to business planning. (1.4.4)</p> <p><b>Topic 5</b> Students will learn about stakeholders and the different stakeholders that are affected by businesses. They will further their understanding by investigating the different objectives each group has for a business and</p>	<p>Students will investigate why business aims and objectives change as businesses evolve and grow and the reasons for this. (2.1.2) The impact of globalisation on businesses will be studied and students will research the restrictions barriers to internal trade have on an expanding company. They will also look into how businesses compete internationally and the advantages / disadvantages of this. (2.1.3) Students will finish the unit looking into the impact of ethical and environmental considerations on businesses. They will determine the advantages / disadvantages of operating in this way and how it can impact a business if they ignore ethics. (2.1.4)</p>
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	<p>will be taught why aims and objectives differ between businesses and the reasons for this. Students will be expected to be able to read text/case study and using information provided suggest appropriate aims for that business based on their current circumstances. (1.3.1)</p> <p>Students will learn about Revenue, Costs, Profits, understanding the definition and formulas for each. They will be expected to analyse a business's financial information and using their results make key assumptions about their profitability and future aims. Additional to this they will also learn about Break Even and the importance of this for new businesses in a competitive market place. Interest and Margin of Safety will conclude the unit and students will finish being able to calculate and use all the above topics to analyse a business's performance and position in the marketplace. Some knowledge of simple Break-Even charts will also be needed and students will be expected to Interpret these diagrams. (1.3.2)</p>	<p>how this can lead to conflict amongst groups. (1.5.1)</p> <p>Students will study the different types of technology that can be used by a business and how they impact productivity, cost and performance. Through this they will identify how technology has an impact on the businesses activities and allows them to develop their competitiveness within a market (1.5.2)</p> <p>Students will study the laws and legislations that affect a business for example – recruitment law, discrimination and health and safety. They will look at the advantages and disadvantages of following these laws and how the legislation can affect their reputation, costs and customer loyalty. (1.5.3)</p>	
<p><b>Key questions</b> (What is the learning about?)</p>	<p><b>1.1.1</b> Can I identify why new business ideas come about? Can I Analyse how changes in technology help create new business opportunities? Can I Analyse how social media creates new business opportunities? Can I identify the final two ways new business opportunities come about? Can I analyse the theory behind new business ideas by applying knowledge to case study questioning? Can I Evaluate how new business ideas come about.</p> <p><b>1.1.2</b></p>	<p><b>1.3.3</b> Can I identify the meaning of cash flow and analyse the importance of cash within a business? Can I apply knowledge and evaluate a cash flow forecast? Can I analyse the impact net cash flow can have on a business?</p> <p><b>1.3.4</b> Can identify what is meant by the term short -term and long -term sources of finance? Can I understand the advantages and disadvantages of the short/long term sources of finance?</p> <p><b>1.4.1</b></p>	<p><b>1.5.4</b> Can I Identify what is meant by the economy and economic climate? Analyse the different impacts the economy can have on unemployment? Can I analyse the different impacts the economy can have on consumer spending? Can I identify what is meant by the term inflation? Can I identify what is meant by the term interest rates? Can I Identify what is meant by the term government tax? Can I Identify what is meant by the term exchange rate? Can I analyse how exchange rates can impact businesses within an economy?</p> <p><b>1.5.5</b></p>

	<p>Can identify what is meant by the key terms risk and rewards. Can I analyse the different risks and rewards facing entrepreneurs? Can I evaluate knowledge of risks and rewards</p> <p><b>1.1.3</b> Can I identify what is meant by the term business activity? Can I analyse the first two purposes of business activity? Can I evaluate the impacts of failing to meet customer needs? Can I identify what is meant by the term adding value? Can I analyse the different ways a business can add value to a product. Can I investigate the final method of adding value (USP)? Can I analyse the different roles an individual entrepreneur has to undertake?</p> <p><b>1.2.1</b> Can I identify and analyse the theory behind the four customer needs?</p> <p><b>1.2.2</b> Can I identify what is meant by the term market research? Can I analyse the different methods of market research? Can I identify the advantages and disadvantages for the different market research methods? Can I identify and explain what is meant by qualitative and quantitative data? Can I analyse the advantages and disadvantages of qualitative and quantitative data? Evaluate knowledge of market research. Can I analyse the role of social media when collecting market research?</p> <p><b>1.2.3</b> Can I identify what is meant by the term market segmentation? Can identify the different groups a business can segment their target market into? Can I Apply knowledge to real world examples and</p>	<p>Can I identify what is meant by the term sole trader? Can I analyse the concept of unlimited liability? Can I identify what is meant by the key term partnership?. Can I analyse the benefits and drawbacks of running a partnership? Can I identify what is meant by the term private limited company? Can I analyse the benefits and drawbacks of running a private limited company? Can I identify what is meant by the term franchise? Can I analyse the benefits and drawbacks of running a franchise? Can I identify the benefits of starting a franchise for the franchisor?</p> <p><b>1.4.2</b> Can I identify what is meant by the term business location? Can I analyse the different factors affecting a business's location?</p> <p><b>1.4.3</b> Can I identify what is meant by the term the marketing mix? Can I analyse each of the four elements that make up the marketing mix? Can I identify what is meant by the term product differentiation? Can I analyse different business scenarios to identify how their marketing mix could be improved / adapted?</p> <p><b>1.4.4</b> Can I identify what is meant by the term business plan? Can I analyse the importance of planning for a business and why it is important to create a plan?</p> <p><b>1.5.1</b> Can identify what is meant by the term stakeholder? Can I analyse different stakeholder objectives for a business? Can I analyse the impact of different business decisions on different stakeholder groups?</p> <p><b>1.5.2</b></p>	<p>Can I identify how changes in technology can impact businesses? Can I analyse how changes in legislation and economic climate affect businesses?</p> <p><b>2.1.1</b> Can I identify what is meant by Organic and Inorganic Growth and evaluate knowledge of Business Growth? Can I identify the advantages and disadvantages of Internal Growth and investigate the different methods of External Growth? Can I identify and understand what is meant by the term Economies of Scale?. Can I identify what is meant by the term Public Limited Company? Can I identify what is meant by the term Multinational Businesses/Corporations? Can I identify the different Internal and External Sources of Finance and Evaluate knowledge of the benefits / drawbacks of each.</p> <p><b>2.1.2</b> Can I analyse why Aims and Objectives might change as a business grows?</p> <p><b>2.1.3</b> Can I identify what is meant by the term Globalisation? Can I apply knowledge of Globalisation to Growing Businesses? Can I identify the different Barriers to International Trade?</p> <p><b>2.1.4</b> Can I identify what is meant by the term Business Ethics? Can I analyse how Ethics may differ for different Stakeholder Groups and evaluate knowledge of Trade -Offs. Can identify how Environmental Considerations Influence Business Activity? Can I analyse the influence of Pressure Groups and evaluate knowledge of Ethics and the Environment?</p>
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	<p>evaluate the importance of marketing segmentation?</p> <p><b>1.2.4</b> Can I identify the different types of competitors in a market? Can I Analyse the effect competition can have on a business? Can I identify the key groups when looking at a business's strengths and weaknesses? Can I analyse and use the SWOT analysis tool?</p> <p><b>1.3.1</b> Can I identify the difference between an aim and an objective? Can I Analyse the importance of setting objectives for businesses? Can I identify the difference between financial and non-financial aims and objectives?</p> <p><b>1.3.2</b> Can I identify what is meant by the key term revenue and costs (fixed and variable)? Can I identify what is meant by the key term profit? Can I identify what is meant by the term interest and calculate simple interest/loans? Can I understand and calculate Break-even (formula and charts)? Can I analyse how businesses calculate margin of safety? Can I identify how changes in revenues and costs can impact breakeven?</p>	<p>Can I identify the influences different types of technology can have on a business?</p> <p><b>1.5.3</b> Can I identify what is meant by the term legislation? Can I analyse the Principles of consumer law? Can I analyse the principles of employment law?</p>	
<p><b>Assessment</b></p>	<p>Multiple choice quizzes/tests, Long answer questions (9/12 marks), Business Finance calculations, End of Topic Assessment</p>	<p>Multiple choice quizzes/tests, Long answer questions (9/12 marks), End of Topic Assessment</p>	<p>Y10 Mock, Multiple choice quizzes/tests, Long answer questions (9/12 marks), End of Topic Assessment</p>
<p><b>Literacy (L), Numeracy (N), Oracy (O) opportunities</b></p>	<p><b>Literacy</b> - Reading of case studies, past paper questions, news articles etc. Long answer writing is required for the course so this is always apparent throughout the course.</p>	<p><b>Literacy</b> - Reading of case studies, past paper questions, news articles etc. Long answer writing is required for the course so this is always apparent throughout the course.</p>	<p><b>Literacy</b> - Reading of case studies, past paper questions, news articles etc. Long answer writing is required for the course so this is always apparent throughout the course.</p>

	<p><b>Numeracy</b> - All topics have some form of calculations that require numeracy skills (addition, subtraction, multiplication, division, percentage change etc).</p> <p><b>Oracy</b> - All lessons include discussions around the topics being taught. This is due to the nature of understanding the business world around them and especially regarding small and large businesses on both a local and national scale.</p>	<p><b>Numeracy</b> - All topics have some form of calculations that require numeracy skills (addition, subtraction, multiplication, division, percentage change etc).</p> <p><b>Oracy</b> - All lessons include discussions around the topics being taught. This is due to the nature of understanding the business world around them and especially regarding small and large businesses on both a local and national scale.</p>	<p><b>Numeracy</b> - All topics have some form of calculations that require numeracy skills (addition, subtraction, multiplication, division, percentage change etc).</p> <p><b>Oracy</b> - All lessons include discussions around the topics being taught. This is due to the nature of understanding the business world around them and especially regarding small and large businesses on both a local and national scale.</p>
<p><b>Cross Curricular Opportunities</b></p>	<p><b>English</b> - Students need to be able to analyse questions, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well constructed sentences/ paragraphs.</p> <p><b>Maths</b> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates - Ordering and rounding decimals, ratio and proportion with decimals. (studied in year 9) - Expanding brackets, rearranging and factorising equations. - Linear sequences including the nth term. Straight line graphs.</p>	<p><b>English</b> - Students need to be able to analyse questions, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well constructed sentences/ paragraphs.</p> <p><b>Maths</b> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates - Ordering and rounding decimals, ratio and proportion with decimals. (studied in year 9) - Expanding brackets, rearranging and factorising equations. - Linear sequences including the nth term. Straight line graphs. (studied in year 9) - Use scale factors, scale diagrams and maps (studied in year 8) – break even charts</p>	<p><b>English</b> - Students need to be able to analyse questions, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well constructed sentences/ paragraphs.</p> <p><b>Maths</b> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates - Ordering and rounding decimals, ratio and proportion with decimals. (studied in year 9) - Expanding brackets, rearranging and factorising equations. - Linear sequences including the nth term. Straight line graphs. (studied in year 9) - Use scale factors, scale diagrams and maps (studied in year 8) – break even charts</p> <p><b>Food Tech</b> - Food service businesses are often referred to in lessons and in past</p>

	<p>(studied in year 9) - Use scale factors, scale diagrams and maps (studied in year 8) – break even charts</p> <p><b>Food Tech</b> - Food service businesses are often referred to in lessons and in past paper exam questions especially regarding the difference between fixed and variable costs.</p> <p><b>Computing</b> - Lots of new businesses are mainly internet based and discussions around technology and how it has change business in recent times often occur. This will include the prevalence of the internet, social media and how other technologies have made purchasing goods and service much more convenient than ever before.</p>	<p><b>Food Tech</b> - Food service businesses are often referred to in lessons and in past paper exam questions especially regarding the difference between fixed and variable costs.</p> <p><b>Computing</b> - Lots of new businesses are mainly internet based and discussions around technology and how it has change business in recent times often occur. This will include the prevalence of the internet, social media and how other technologies have made purchasing goods and service much more convenient than ever before.</p>	<p>paper exam questions especially regarding the difference between fixed and variable costs.</p> <p><b>Computing</b> - Lots of new businesses are mainly internet based and discussions around technology and how it has change business in recent times often occur. This will include the prevalence of the internet, social media and how other technologies have made purchasing goods and service much more convenient than ever before.</p>
<p><b>Super curriculum</b></p>	<p>Lots of <a href="#">Dragons Den</a> - especially around brand new business ideas and how entrepreneurs research, plan and execute their ideas. Particularly episodes with: Levi Roots, Sam Piri (ITAE), Snoap</p> <p><b>Case studies</b> - Lego (particularly market research around Lego Friends), Greggs (Vegan Sausage roll).b</p> <p><b>News articles</b> from BBC, Forbes, Economist etc about trending</p>	<p>Business Balance sheets - sometimes real business data taken from Companies House</p> <p><b>News articles</b> from BBC, Forbes, Economist etc about trending Business news and changes in the economy</p> <p><b>Movie</b> - The Founder (about Franchising and the history of McDonalds)</p>	<p><b>News articles</b> from BBC, Forbes, Economist etc about trending Business news and changes in the economy</p> <p><a href="https://www.legislation.gov.uk/">https://www.legislation.gov.uk/</a> - focusing on consumer and employment law (Consumer Rights act, Equalities Act and Health and Safety at work act)</p> <p><b>Case studies</b> - Particularly around Ethic (Primark and the Rana Plaza Disaster, BP and the Gulf of Mexico Oil Spill, Lush Cosmetics and being Cruelty Free)</p>



**Long Term Plan - Business**

	Business news and changes in the economy		
<b>Careers</b>	<p>HT 1 Entrepreneurs and owning your own small Business (various types of Business)</p> <p>HT 2 Entrepreneurs and owning your own small Business various types of Business)</p> <p>+ Accountants</p>	<p>HT1 Entrepreneurs and owning your own small Business various types of Business)</p> <p>HT2 Entrepreneurs and owning your own small Business various types of Business)</p> <p>Government positions especially regarding Regulatory bodies and other associate institutions (ONS Bank of England)</p>	<p>HT1 Entrepreneurs and owning your own small Business various types of Business) + Bigger much more established Businesses and their relevant departments (Marketing, Finance, Operations and HR)</p> <p>HT2 Entrepreneurs and owning your own small Business various types of Business) + Bigger much more established Businesses and their relevant departments (Marketing, Finance, Operations and HR)</p>
<p><b>Equality and Diversity</b></p> <p>Gender</p> <p>Disability</p> <p>Religion</p> <p>Race</p> <p>Sexuality</p>	<p>Diverse representation within all Business examples used. These come from many sources such as Past exam papers (case studies), News articles, BBC Iplayer, Movies etc. Ensured focus on Diversity amongst Business examples is always apparent during lessons but particular case studies include - Whitney Wolfe Herd (Bumble), Steven Bartlett (Diary of a CEO), Anne-Marie Imafidon (Stemettes), Zoella (Zoella Beauty)</p>		
<b>Local Community Links</b>			
<p><b>British Values</b></p> <p>Democracy</p> <p>The rule of Law</p> <p>Individual Liberty</p> <p>Mutual Respect and Tolerance of others</p> <p>SMSC</p> <p>Character Education</p>	<p><b>Democracy</b></p> <p>There are opportunities to debate issues where students can share their opinions and listen to the views of others. For example, Business Ideas, Business Ethics, Government and how all of these things affect the world we live in.</p> <p><b>The Rule of Law</b></p> <p>Laws protect everyone and no-one is above the law. We should understand the need for rules to make a happy, safe and secure environment and know the consequences when rules are not followed. We learn about particular laws in Business such as the Equalities Act and Consumer Law, but all students will know about Businesses and staying in line with Government Legislation when offering Goods and Services.</p> <p><b>Individual liberty</b></p> <p>We have a freedom of choice and a right to respectfully express our views and beliefs. We can act as we choose within the law. The rights of ourselves and the others around us are protected.</p> <p><b>Mutual Respect and Tolerance</b></p>		



## Long Term Plan - Business

There is equality and fairness for all, regardless of background or religious beliefs. We understand that we do not all share the same beliefs and values. We respect the values, ideas and beliefs of others and do not impose our own onto them.

**SMSC** -pair & group working,

**Character**

**Integrity** : during Group work and open discussions in the classroom.

**Resilience**: using equations & data handling +

**Confidence**: participation during classroom discussions