Year 10 Business – Topic 1.1
Enterprise and Entrepreneurship

West Kirby Grammar School

Learning about this topic is important because: It provides an opportunity for students to consider what is a business and where do ideas for businesses come from. This topic allows students to explore the concepts of risk and reward to a business owner and their consequences. Students will build on their learning throughout this topic. They will learn that businesses produce goods and services to meet the needs of consumers, but businesses also need to provide goods and services that consumers want. Businesses aim to add value to their products. Another key focus of this topic is entrepreneurship. Any decision taken by an entrepreneur involves some risk.	
This builds on: N/A Course is not taught at KS3, and this is the first topic of the GCSE.	
This topic has direct links with all areas of the specification and is a foundation for the course. It has synoptic links to 1.2.1 Customer needs 1.3.1 Business aims and objectives and 1.3.2 Business revenue, cost and profit.	
We will learn: Why new business ideas come about How new business ideas come about The impact of risk and reward on business activity The role of business enterprise and the purpose of business activity The role of entrepreneurship	We will develop/practise skills including: Introduction of exam style questions, specifically 3-mark questions. Knowledge and understanding of why and how new business idea's come about. Explanation and ability to reflect on learnt ideas and give the evaluative arguments.
Some of the vocabulary that we will use includes: • Enterprise • Entrepreneur • Customer • Consumer • Obsolete • Risk • Reward • Profit • Success • Failure • Added value • Goods	You could learn more about this topic by: Looking through the resources in Teams and independently completing additional questions. Watching: Youtube - Two Teachers – You can also complete their free resource sheets. Youtube – Tutor2u Channel 4 (4OD) – Buy it now

Year 10 Business – Topic 1.1
Enterprise and Entrepreneurship

<table>
<tr><td>Services
Unique selling point (USP)</td><td></td></tr>
<tr><td colspan="2">Your teacher will assess your knowledge & understanding throughout the topic by looking at your work, questioning, discussion and giving you feedback in lots of different ways. You will be taken through the content of the topic using case studies, activities, past paper questions – either independently or in groups. Each topic will have an assessed end of topic homework and end of topic test.</td></tr>
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Year 10 Business – Topic 1.2
Spotting a Business Opportunity

Learning about this topic is important because:
This topic explores how small businesses can identify business opportunities using enterprise and entrepreneurship, which were covered in Topic 1.1. Students are to understand the purpose of market research and how it can be used to understand customer needs (covered in 1.2.1), and to help identify a gap in the market. This will help reduce risk for an entrepreneur and help them to make important business decisions (1.1). Students need to understand that a business will want to target specific customers. Rather than trying to sell its products or services to everyone, the business may try just to sell to certain groups of customers. Students also need to learn the different methods of market research that can be used. This includes both primary and secondary research methods.

This builds on: Topic 1.1 – Links back to entrepreneurship, risk and reward and sets foundation of understand for 1.4 and 1.5.

This topic has links with the following areas of the specification: 1.1.3 The role of business enterprise, 1.2.2 Market research, 1.4.3 The marketing mix, 1.5.1 Business stakeholders.

We will learn:

- Identifying and understanding customer needs
- The purpose of market research
- Methods of market research
- The use of data in market research
- How businesses use market segmentation to target customers

We will develop/practise skills including:
Generalisation – you will be able to give real life examples to the scenarios presented in class using connection finding.
Use critical and logical thinking to hypothesise, reason and seek supporting evidence to justify arguments in both written answers and class discussions.
Exam style questions, specifically 3-mark questions.
Knowledge and understanding of how businesses spot opportunities in the market they operate.
Explanation and ability to reflect on learnt ideas and give the evaluative arguments.

Some of the vocabulary that we will use includes:

- Choice
- Customer needs
- Convenience, Consumer
- Market research
- Primary research
- Secondary research
- Qualitative data
- Quantitative data
- Segmentation
- Demographics
- Lifestyle
- Market map

You could learn more about this topic by:
Looking through the resources in Teams and independently completing the booklets and attached questions.
SENECA
Quizlet Edexcel GCSE Business Themes 1-4
BBC Bitesize GCSE Business (Edexcel)

Watching:
Youtube - Two Teachers – You can also complete their free resource sheets.
Episodes of: Panorama (BBC) or Dispatches (Channel 4). Inside the super brands (Channel 4)

Year 10 Business – Topic 1.2
Spotting a Business Opportunity

All definitions for the key terms listed above can be located in Teams.	
You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.	

Year 10 Business – Topic 1.3
Putting a Business Idea into Practice

Learning about this topic is important because:
This topic is the first of the finance topics in business. It will allow students to be able to understand the foundations of the financial decisions an entrepreneur has to make when starting a new business and how smaller businesses obtain finance. Students need to understand that all businesses need aims and objectives and that business success is measured by the extent to which a business achieves its various aims and objectives. It will allow students to understand how key financial information is calculated for a business by introducing concepts such as break even, cash and cash-flow, revenue, profit and costs. Students need to be aware of the difference between short-term and long-term sources of finance, and where different types might be more appropriate.

This builds on: N/A this topic is the first of the finance topics.

This topic has links to: 1.4.4 Business Plans, 2.1.2 Changes in Business Aims and Objectives, 2.2.2 Price, 2.3.1 Business operations

We will learn:

- Business revenues, costs and profits
- The concept and calculation of revenue, fixed and variable costs, total costs, interest, profit and loss.
- The concept and calculation of breakeven level of output and margin of safety
- Interpretation of break-even diagrams
- The importance of cash to a business:
- Calculation and interpretation of cash-flow forecasts:
- Sources of finance for a start-up or established small business: short-term sources and long-term sources.

We will develop/practise skills including:
Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions.
Realising – students will begin to show automaticity by recalling key words, definitions and formulae.
Analysing – Precision – Drawing of BE charts and selecting theoretical knowledge to assist them in interpreting the chart.
Linking - you will be able to give real life examples to the scenarios presented in class using connection finding.
Use of generalisation to infer what a new concept may mean based on their understanding of key terms before.
Hardworking – Practice using resources in Google Classroom,
Use critical and logical thinking to hypothesise, reason and seek supporting evidence to justify arguments in both written answers and class discussions.
Exam style questions, specifically 3-mark questions. Show risk-taking through attempting higher level 6 – mark questions even when unsure of the topic.

Some of the vocabulary that we will use includes:

- Aims
- Objectives
- Survival
- Market share
- Financial security
- Social objectives
- Fixed costs
- Variable costs
- Total costs

You could learn more about this topic by:
Looking through the resources in Google Classroom and independently completing the booklets and attached questions.
Begin to look at past papers to familiarise yourself with the structure.
SENECA
Quizlet Edexcel GCSE Business Themes 1-4
BBC Bitesize GCSE Business (Edexcel)

Watching: Dragons Den & The Apprentice.

Year 10 Business – Topic 1.3
Putting a Business Idea into Practice

- Revenue
- Profit
- Interest
- Cash
- Insolvency
- Cash inflows
- Cash outflows
- Cash-flow forecast
- Net cash flow
- Opening balance
- Closing balance
- Short-term sources of finance
- Long-term sources of finance
- Overdraft
- Trade credit
- Personal savings
- Venture capital
- Share capital
- Loan
- Retained profit
- Crowdfunding

All definitions for the key terms listed above can be located in Teams.

You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.

Year 10 Business – Topic 1.4
Making the business effective

West Kirby Grammar School

Learning about this topic is important because: it examines the options for business start-up, and the considerations that entrepreneurs need to make when starting a business. This topic also examines the importance of business location and introduces students to the marketing mix – the combination of four factors that businesses need to consider if they are to be a success.	
This topic builds on: prior learning of the earlier topics in Theme 1 such as enterprise and entrepreneurship, market research, and all the finance covered in 1.3. This topic helps students solidify their prior learning and put it into practice.	
This topic has links to: 1.1.1 The dynamic nature of business, 1.1.2 Risk and reward, 1.1.3 The role of business enterprise, 1.2.1 Customer needs, 1.2.4 The competitive environment, 1.3.2 Business revenues, costs and profits, 1.3.3 Cash and cash-flow, 1.3.4 Sources of finance.	
We will learn: • The concept of limited liability • The types of business ownership for start-ups • Factors influencing business location • What the marketing mix is and the importance of each element • How the elements of the marketing mix work together • The role and importance of a business plan • The purpose of planning business activity	**We will develop/practise skills including:** Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions. Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers. Linking - students will be able to give real life examples to the scenarios presented in class using connection finding. Seeking alternative perspectives – begin developing the ability to give a balanced view. Meta-thinking – strategy planning – students can select the most appropriate answer structure. Use of generalisation to infer what a new concept may mean based on their understanding of key terms before. Demonstrate risk-taking through attempting higher level 6 and 9 – mark questions even when unsure of the topic.
Some of the vocabulary that we will use includes: • Franchise • Franchisee • Franchisor • Limited liability • Partnership • Private limited company • Sole trader • Unlimited liability • E-commerce • Labour • Proximity • Digital communication	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently completing the booklets and attached questions. Begin to look at past papers to familiarise yourself with the structure. SENECA Quizlet Edexcel GCSE Business Themes 1-4 BBC Bitesize GCSE Business (Edexcel) **Watching: Channel 4** - Can't pay we'll take it away, The money maker. **Channel 5 –** Inside Tesco, Inside M&S **Film –** The Pursuit of Happiness

Year 10 Business – Topic 1.4
Making the business effective

- Marketing mix
- Price
- Product
- Promotion
- Place
- Bank loan
- Business plan
- Cash-flow
- SMART objectives

All definitions for the key terms listed above can be located in Teams group.

You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.

Year 10 Business – Topic 1.5
Understanding external influences on business

Learning about this topic is important because: it draws a more focused view to the Spiritual, Moral, Social and Cultural element within the specification. It encourages students to explore sexism, racism and discrimination through the discussion of laws and the implications on businesses. It allows students to morally recognise the difference between right and wrong; respecting the law and offer reasoned views. It explores the different economic factors that can affect businesses and prepares students for studying larger businesses in Theme 2.
This topic builds on: foundations of theoretical knowledge and key terms studied throughout Theme 1 such as the Marketing Mix, Changes in technology used by businesses and
This topic has links to: 1.1.1 The dynamic nature of business, 1.1.3 The role of business enterprise, 1.2.1 Customer needs, 1.3.1 Business aims and objectives, 1.3.4 Sources of business finance, 1.4.2 Business location, 1.4.3 The marketing mix, 1.5.5 External influences, 1.5.5 External influences

We will learn: • Who business stakeholders are and their different objectives. • Stakeholders and businesses • Different types of technology used by a business. • How technology influences business activity • The purpose of legislation • The impact of legislation on businesses • The impact of the economic climate on businesses • The importance of external influences on business	**We will develop/practise skills including:** Creating – Fluent thinking – students will be able to talk through and plan answers to complex questions. Analysing – Critical and Logical Thinking - students will continue to develop their ability to identify the correct data within the case study and apply this to contextualise their answers. Seeking alternative perspectives – developing the ability to give a balanced view. Meta-thinking – strategy planning – students can select the most appropriate answer structure. Intellectual confidence in constructive an evaluative answer Use of generalisation to infer what a new concept may mean based on their understanding of key terms before. Demonstrate risk-taking through attempting higher level, 6, 9 and 12– mark questions even when unsure of the topic.
Some of the vocabulary that we will use includes: • Stakeholder • Shareholders • Pressure groups • Conflict • E-commerce • Social media • Digital communications • Payment systems • Marketing mix • Legislation • Consumer • Discrimination	**You could learn more about this topic by:** Looking through the resources in Google Classroom and independently completing the booklets and attached questions. Begin to look at past papers to familiarise yourself with the structure. SENECA **Watching**: **Channel 4;** Brexit and your shrinking shop, Dispatches; the high street cash crisis, The BREXIT millionaires. **Channel 5;** rich house poor house, rich holiday poor holiday. Rich kids go skint **BBC –** Surviving the cost of living crisis **ITV –** The Martin Lewis money show

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Year 10 Business – Topic 1.5
Understanding external influences on business

- Minimum wage
- Health and safety
- The economy
- Unemployment
- Consumer income
- Inflation
- Interest rates
- Taxation
- Exchange rates
- External influence
- Legislation
- Economic climate.

All definitions for the key terms listed above can be located in your Teams group.

You will be taken through the content of the topic using ppts and knowledge organiser. You will be provided with case studies, activities, past paper questions; to work on either independently or in groups. Each topic will have a formally assessed end of topic homework and end of topic test.