

DAGENHAM PARK SUBJECT CURRICULUM

Subject	Business
Year Group	Year 10 GCSE
Overview	EDEXCEL GCSE Business consists of two 90 minute exams at the end of Year 11
Autumn Half term 1	<p>Theme 1 is entitled Investigating Small Business.</p> <p>The first topic is “Enterprise and entrepreneurship” where pupils are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship. “Spotting a business opportunity” allows pupils will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p>
Autumn Half term 2	<p>During the second half of the term pupils analyse market segmentation in more depth before learning how companies use their competitive advantage to hold a position in the market. The topic “Putting a business idea into practice” focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects such as revenue, costs, profit and break even.</p>
Spring Half term 1	<p>Once pupils are able to identify internal, external, short- and long-term sources of finance they will learn how to complete and analyse a cashflow forecast.</p>
Spring Half term 2	<p>“Making the business effective” section will involve pupils exploring a range of factors that impact on the success of the business. This will include the choice firms have to start up such as becoming a sole trader, partnership, private/public limited company or franchising. Other factors will include location, the marketing mix and the business plan.</p>
Summer Half term 1	<p>During “Understanding external influences on business” pupils are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Pupils will explore how businesses respond to these influences.</p>

Summer Half term 2	During this term pupils will revisit topics covered on Theme 1 and work on their exam technique.
Homework	Homework will be provided weekly via <i>Show My Homework</i>. Homework set will reinforce the skills learnt in lesson.
Useful Resources	SharePoint Tutor2U Businessstudiesonline