Curriculum Overview: Pearson Edexcel Business GCSE Theme 1: Investigating Small Businesses
Year Group 10

What your child will learn each half term
This overview shows the key topics, skills, and knowledge your child will be learning in **Business in Year 10**. It helps families understand what's being taught, how it builds on previous learning, and how you can support your child at home.

In Year 10 we will cover the whole of Theme 1 and section 2.1 of Theme 2. This will be included on the Year 11 document.

- **What we are learning**: The topic or focus for the half term.
- **Key knowledge & skills**: What students should understand and be able to do.
- **How we assess learning**: knowledge checks, practical tasks, written responses and formal assessments.
- **Key words to know**: Vocabulary students will learn and use.

Half term	What we are learning	Key knowledge	Key skills	How we will assess learning in this unit	Homework
HT 1 1.1 Enterprise and Entrepreneurship	Students 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.	Dynamic nature of business Risk and reward The role of business enterprise	Using business key terms to support written answers Explain technique (BLT which is the basis for all written answers) Starting to write in context	Knowledge check on retrieval activities in class and Team Quizzes Short written tasks on explain questions in class and the end of unit assessment Longer written task – none due to focus on explain technique	Teams quizzes to build key term confidence Revision for the end of unit assessment – supported by lesson resources on Teams
Key vocabulary for this unit Product / Goods; Service; Customer Needs; Customer Wants; Consumer; Obsolete; Adapting existing products; Original ideas; Competitive Advantage; Risk; Loss; Lack of Security; Reward; Profit; Independence; Enterprise; Adding Value; Convenience; Brand; USP; Customer loyalty; Entrepreneur; Organise resources (Entrepreneur role); Making business decisions (Entrepreneur role); Taking risks (Entrepreneur role)					

Half term	What we are learning	Key knowledge	Key skills	How we will assess learning in this unit	Homework
HT 1-2 1.2 Spotting a Business Opportunity	Students 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.	Customer needs Market research Market segments Competitive environment	Using business key terms to support written answers Writing in context	Knowledge check on retrieval activities in class and Team Quizzes Short written tasks on explain questions in class and the end of unit (EOU) assessment Longer written task – analyse question on the EOU Assessment	Teams quizzes to build key term confidence Revision for the EOU assessment – supported by lesson resources on Teams
Key vocabulary for this unit Customer Needs; Price; Quality; Choice; Convenience; Gap in the market; Primary Research; Surveys; Questionnaires; Focus Groups; Observation; Secondary Research; Internet Research; Market Reports; Government Reports; Quantitative research; Qualitative Research; Bias; Reliability ; Market Segments; Target Market; Market Maps; Gap in the Market; Direct Competition; Indirect Competition					
HT 2-3 1.3 Putting a Business Idea into Practice	This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	Aims and Objectives Revenues, costs and profits Cash and cashflow Sources of business finance	Using business key terms to support written answers Financial calculations Writing in context	Knowledge check on retrieval activities in class and Team Quizzes Calculations both in class and at home Short written tasks on explain questions on the end of unit (EOU) assessment	Teams quizzes to build key term confidence 2 calculations sheets Revision for the EOU assessment – supported by lesson resources on Teams
Key vocabulary for this unit Aims; Objectives; Financial Objectives- Survival, Market Share, Profit; Non-financial Objectives- Social Objectives, Personal Satisfaction, Independence; Revenue, Fixed Costs, Variable Costs, Total Costs, Repayments, Interest rates, Breakeven Formula, Margin of Safety, Cashflow Forecast, Cash Inflows ,Cash Outflows, Net Cashflow, Opening Balance, Closing Balance, Insolvency, Short term Sources of finance- Overdraft, Trade Credit; Long term Sources- Savings, Retained Profit, Loans, Venture Capital , Share Capital, Crowd Funding					

<table>
<tr><th>Half term</th><th>What we are learning</th><th>Key knowledge</th><th>Key skills</th><th>How we will assess learning in this unit</th><th>Homework</th></tr>
<tr><td>HT 3-4 1.4 Making the Business Effective</td><td>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</td><td>Limited and unlimited liability
Sole traders
Partnerships
LTDs
Franchising
Location
Marketing mix
Business plans</td><td>Analyse and Discuss written technique

Using business key terms to support written answers

Writing in context</td><td>Knowledge check on retrieval activities in class and Team Quizzes

L4 homework on keyterm retrieval and context

Longer written task – justify question on the EOU Assessment</td><td>Teams quizzes to build key term confidence

1 written homework

Revision for the EOU assessment – supported by lesson resources on Teams</td></tr>
<tr><td colspan="6">Key vocabulary for this unit Limited liability; Unlimited liability; Sole Trader; Partnership; Company; Private Limited Company; Public Limited Company; Franchise; Franchisee; Franchisor; Start up Fee; Royalties; Proximity to market; Proximity to labour; Proximity to materials; Proximity to competitors; Ecommerce; Marketing Mix; Product; Price; Promotion; Place; Differentiation; Business Plan; Target Market</td></tr>
<tr><td>HT 4 1.5 Understanding External Influences on Business</td><td>Students 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. Students will explore how businesses respond to these influences.</td><td>Stakeholders
Impact of technology
Consumer law
Employment Law
Unemployment
Consumer incomes
Inflation
Interest rates
Taxation
Exchange rates</td><td>Explain one way written technique

Using business key terms to support written answers

Writing in context</td><td>Knowledge check on retrieval activities in class and Team Quizzes

Longer written task – justify question on the EOU Assessment</td><td>Teams quizzes to build key term confidence

Revision for the EOU assessment – supported by lesson resources on Teams</td></tr>
<tr><td colspan="6">Key vocabulary for this unit Stakeholders; Shareholders; e-commerce; m-commerce; Social Media; Digital Communication; Payment Systems; Consumer Legislation; Employment Legislation; Minimum Wage Act; Discrimination; Health and Safety Legislation; Consumer income; Disposable income; Luxury goods; Necessity goods; Unemployment; Interest Rates; Income Tax; National insurance (NICs); VAT; Corporation Tax; Exchange Rates; Imports; Exports; SPICED; WPIDEC; Inflation</td></tr>
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