

EMMANUEL COLLEGE
THE BUSINESS AND COMPUTING DEPARTMENT
 Year 10 Business



Year 10 GCSE Business	Autumn Term and Spring Half Term 1
Unit Title	Theme 1: Investigating Small Business
Key Question(s)?	What is enterprise and entrepreneurship? How do new business ideas come about? How are successful new businesses set up and developed? How do external influences affect businesses?
Threshold Concepts	<p>Business enterprise and the purpose of business activity includes the following:</p> <ul style="list-style-type: none"> • to produce goods (products that can be touched and held) or services (invisible and can't be touched or held) • to meet customer needs • to add value (difference between bought in price and selling price) <p>An entrepreneur organises resources, makes business decisions and takes calculated risks. Businesses need to identify and understand customer needs. These are often identified by market research. Businesses need to understand the market segment that they are targeting and the importance of market segmentation.</p> <p>Businesses need to understand their competitive environment including the strengths and weaknesses of competitors based on price, quality, location, product range and customer service and the impact of competition on business decision-making.</p>
Link to Prior Learning	In Year 9 students covered a range of introductory concepts into the set-up of businesses and how they respond to customer demand.
	Spring Half Term 2 and Summer Half Term 1
Unit Title	Theme 1: Investigating Small Business
Key Question(s)?	How are successful new businesses set up and developed? How can new businesses become successful? How do external influences affect businesses?
Threshold Concepts	<p>Technology affects businesses through both products and processes. The product is what the customer buys and the process is how businesses use technology to make themselves more efficient. An emphasis here is the impact of e-commerce and social media on businesses.</p> <p>Legislation protects consumers from harm when the supplier knows more than the customer, when the consumer is lied to or misled, or when the consumer is exposed to unhealthy foods or other unsafe products. Secondly, there is also legislation that protects employees from being exploited at work.</p> <p>The economy can be defined as the collection of business transactions that take place throughout the country, throughout the year and the economic climate can impact businesses in multiple ways. The external influences on businesses and how businesses respond to factors such as changes in technology, legislation and the economic climate.</p>

Link to Prior Learning	<p>Students have already considered how changes in technology lead to new business ideas, methods and processes.</p> <p>The need to meet consumers' wants and needs.</p> <p>External influences and the impact of the competitive environment on businesses.</p>
	Summer Term Half Term 2
Unit Title	Theme 2: Building a Business
Key Question(s)?	<p>How do businesses grow? How do marketing decisions support the growth and success of businesses? How do operational decisions support the growth and success of businesses? How do financial decisions support the growth and success of businesses? How do human resource decisions support the growth and success of businesses?</p>
Threshold Concepts	<p>Businesses can grow either internally through new products or markets, or externally through merger or takeover. Business aims and objectives can change in response to: market conditions, technology, performance, legislation, or internal reasons. The impact on business of increasing globalisation presents businesses with both risks and opportunities.</p>
Link to Prior Learning	<p>Previous topics have covered a range of key knowledge such as: types of business ownership; aims and objectives of businesses; reasons for new product development/business change along with the concept of risk and reward.</p>
Knowledge and Sequencing Rationale	<p>The course starts with the question of what businesses are for and why our society needs them. We look at how new business ideas come about and what events can trigger new businesses to set up. Students learn about the role of entrepreneurs in setting up businesses. They consider the decisions and strategies that entrepreneurs face when they are considering how to make a business successful. This leads to the importance of customers and how to target the correct customers.</p> <p>The importance of financing and financial control on a business is then covered. The type of ownership and its impact on business success is considered next. All of the above information is needed to produce a business plan.</p> <p>The element to be covered is the conflict between the different stakeholder groups in the business and the impact that potential conflict can have on the businesses success. This work builds on the students' knowledge of how new ideas, products, customer wants and processes are affected by changes in technology. The concept of external influences and their impact on businesses has already been considered.</p> <p>The course has moved from how businesses become established to how they grow. In Theme 1 (Investigating Small Business) students looked at business aims and objectives; now they look at how these change as the business develops and grows.</p> <p>Theme 1 tended to focus on small local businesses; now we look at business on a national global scale.</p>

