



PLUME ACADEMY - LEARNING OVERVIEW

Year	Year 10
Course	GCSE Business
Specification Number/Exam Board	1BS0/Edexcel
End of course assessment and weightings	Paper 1 – Investigating small businesses – 50% Paper 2 – Building a business – 50%

Prior Learning

Whilst Business is not specifically studied at Key Stage Three, the planned curriculum provides the opportunity for students to develop their Business understanding that they were introduced to in their Business taster lessons in Year 9. All students were introduced to Business concepts during these lessons, topics included ownership, Business plans, cash flow forecasting and branding.

Curriculum Intent – What are the curriculum aims?

The specification is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing and global businesses (Theme 2). There are two equally weighted exam papers, focusing on each specification theme.

Theme 1

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK.

Theme 2

Theme 2 examines how a business develops beyond the start-up phase. It focuses on the key business concepts, issues and decisions used to grow a business, with an emphasis on aspects of marketing, operations, finance and human resources. It also considers the impact of the wider world on the decisions a business makes as it grows. In this theme students will be introduced to national and global business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. National contexts build on those in Theme 1 and relate to businesses operating in more than one location or across the UK. Global contexts relate to non-UK or transnational businesses.



Curriculum Implementation – What will my child will be learning?

Term 1	Half Term 1	Topic 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
	Half Term 2	Topic 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.
Term 2	Half Term 3	Topic 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.
	Half Term 4	Topic 1.4 Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.
Term 3	Half Term 5	Topic 1.5 Understanding external influences on business – 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.
	Half Term 6	Consolidation of Topics 1.1 through to 1.5 Consolidate the learning of each topic in Year 10 to have a good understanding of enterprise and entrepreneurship, spotting a business opportunity, putting a business idea into practice, making the business effective and understanding external influences on business to prepare for year 10 mock examination.

Curriculum Impact – How will progress be assessed as I learn?

Informal: Students will be assessed via quizzes, question and answer sessions, as well as short examination questions which will be set as homework.

Formal: Students will complete end of topic tests, conducted in the classroom under examination conditions. These assessments will be marked with feedback provided to students so that they can improve their understanding and exam technique.



Super-Curricular Opportunities – Support and Extending Learning

Useful study resources	If a student is really passionate about this subject...	As a parent/carer, I can assist my child in this subject by:
<p>https://www.bbc.co.uk/bitesize/subjects</p> <p>https://qualifications.pearson.com/content/dam/pdf/GCSE/Business/2017/specification-and-sample-assessments/GCSE%20Business%20SAs WEB.pdf</p> <p>www.tutor2U.co.uk</p>	<p>Watch Dragons Den, The Apprentice, Undercover Boss.</p> <p>Read related news articles in the media.</p>	<p>Sharing your own business experiences.</p> <p>Monitoring homework set to ensure timely completion</p> <p>Purchase the revision guide and encourage the use at home for knowledge consolidation.</p>