

Year 10 Age Related Expectations

THEME ONE		Students will be able to:	Knowledge and Application	Presentation
UNIT 1	<p>Enterprise and Entrepreneurship Students will be introduced to the role of the entrepreneur and how business ideas come about</p> <p>Spotting a business opportunity Students will use market research to spot business opportunities and follow the journey of how opportunities have come about for real businesses</p>	<ul style="list-style-type: none"> • Explain why new business ideas come about: • Explain how new business ideas come about: • Analyse the impact of risk and reward on business activity: • Explain the role of business enterprise and the purpose of business activity • Explain the role of entrepreneurship: • Analyse the importance of cash to a business • Identify and understand customer needs • Explain the purpose of market research: • Analyse methods of market research: • Evaluate the use of data in market research: • Explain how businesses use market segmentation to target customers • Understand the competitive environment 	<ul style="list-style-type: none"> • Know and understand key terms and theories in small business • Know how to calculate basic financial information for a business • Know how to interpret data • Know the process of setting up and running a business • To be able to apply low stakes quiz annotation practise into exam style answers • Apply knowledge to real life businesses and adapt your thinking to different scenarios. 	<ul style="list-style-type: none"> • Know how to explain your answer using BLT (Because, this Leads to, Therefore) • Present both sides of the argument before coming to a conclusion • Understand the importance of showing you working in finance questions • Present financial data in diagrams and charts • Know how to include key words in your

<p>UNIT 2</p>	<p>Putting a business idea into practise Students will study the elements of a business plan and learn how to prepare one including financial documents</p> <p>Making the business effective Students will learn the ownership options available when they start up a business</p>	<ul style="list-style-type: none"> ● Explain what business aims and business objectives are. ● Analyse the changes in business aims and objectives when starting up ● Why aims and objectives differ between businesses. ● Calculate business revenues, costs and profits ● Calculate breakeven ● Interpret break even diagrams: ● Evaluate sources of finance for a start-up or established small business ● Explain the concept of limited liability: ● Explain the types of business ownership for start-ups: ● Analyse the advantages and disadvantages of each type of business ownership. ● Analyse the option of starting up and running a franchise operation 	<ul style="list-style-type: none"> ● Evaluate your knowledge to decide on the best course of action for real businesses ● Understand how to utilise a case study ● Know and understand key terms and theories in small business <ul style="list-style-type: none"> ● Know how to calculate basic financial information for a business ● Know how to interpret data ● Know the process of setting up and running a business ● To be able to apply low stakes quiz annotation practise into exam style answers ● Apply knowledge to real life businesses and adapt your thinking to different scenarios. ● Evaluate your knowledge to decide on the best 	<p>answer to reflect application skills</p> <ul style="list-style-type: none"> ● Trial different methods of highlighting important information in case studies
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			<p>course of action for real businesses</p> <ul style="list-style-type: none"> • Understand how to utilise a case study 	
<p>UNIT 3</p>	<p>Making the business effective Students will learn about the marketing mix and location of a business and how these things can be used to ensure effective business</p> <p>The external environment Students will learn about the potential influences in the external environment and how they impact a</p>	<ul style="list-style-type: none"> • Evaluate the factors influencing business location: • Explain what the marketing mix is and the importance of each element • Analyse the impact of changing consumer needs on the marketing mix • Explain the impact of technology on the marketing mix: e-commerce, digital communication • Explain the role and importance of a business plan 	<ul style="list-style-type: none"> • Know and understand key terms and theories in small business • Know how to calculate basic financial information for a business • Know how to interpret data • Know the process of setting up and running a business 	<ul style="list-style-type: none"> • Know how to explain your answer using BLT (Because, this Leads to, Therefore) • Present both sides of the argument before coming to a conclusion • Understand the importance of showing you working in finance questions

	business	<ul style="list-style-type: none"> ● Explain the purpose of planning business activity ● Explain who business stakeholders are and their different objectives ● Analyse how stakeholders are affected by business activity ● Explain how stakeholders impact business activity ● Explain possible conflicts between stakeholder groups. ● Explain the different types of technology used by business ● Analyse how technology influences business activity in terms of ● Explain the purpose of legislation ● Analyse the impact of legislation on businesses ● Evaluate the impact of the economic climate on businesses: ● Explain the importance of external influences on business ● Analyse possible responses by the business to changes in technology, legislation, the economic climate 	<ul style="list-style-type: none"> ● To be able to apply low stakes quiz annotation practise into exam style answers ● Apply knowledge to real life businesses and adapt your thinking to different scenarios. ● Evaluate your knowledge to decide on the best course of action for real businesses ● Understand how to utilise a case study 	<ul style="list-style-type: none"> ● Present financial data in diagrams and charts ● Know how to include key words in your answer to reflect application skills ● Trial different methods of highlighting important information in case studies
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