

Sandon Road, Meir, Stoke-on-Trent, ST3 7DF Telephone: 01782 377100 Fax: 01782 377101

Email: info@omera.co.uk Website: www.ormistonmeridianacademy.co.uk

Principal: Mrs C Stanyer

Subject: Edexcel GCSE Business (9-1)

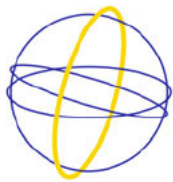
Year 10

**Curriculum Map
2022 -2023**

Week Commencing	Topic (including links to additional resources)	Assessment Window
STAFF INSET 05/09 Y7 DAY 06/09 ALL STUDENT IN 07/09	Introduction to course overview of small business	
12/09/2022	Topic 1.1 - Enterprise and entrepreneurship 1.1.1 The dynamic nature of business Why new business ideas come about: <ul style="list-style-type: none"> ✓ changes in technology ✓ changes in what consumers want ✓ products and services becoming obsolete. How new business ideas come about: <ul style="list-style-type: none"> ✓ original ideas ✓ adapting existing products/services/ideas. 	
19/09/2022	1.1.2 Risk and reward The impact of risk and reward on business activity: <ul style="list-style-type: none"> ✓ risk: business failure, financial loss, lack of security reward: business success, profit, independence.	
26/09/2022	1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> ✓ to produce goods or services ✓ to meet customer needs ✓ to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: an entrepreneur: organises resources, makes business decisions, takes risks.	
03/10/2022	1.1.3 The role of business enterprise The role of business enterprise and the purpose of business activity: <ul style="list-style-type: none"> ✓ to produce goods or services ✓ to meet customer needs ✓ to add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: an entrepreneur: organises resources, makes business decisions, takes risks.	
10/10/2022	Topic 1.2 - Spotting a business opportunity 1.2.1 Meeting customer needs Identifying and understanding customer needs: <ul style="list-style-type: none"> ✓ what customer needs are: price, quality, choice, convenience the importance of identifying and understanding customers: generating sales, business survival.	
17/10/2022	Exam Preparation, revision, exam technique and DDI process	AR1

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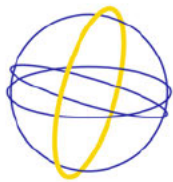
October Half Term		
31/10/2022	Exam Preparation, revision, exam technique and DDI process	AR1
7/11/2022	<p>1.2.2 Purpose of market research</p> <p>The purpose of market research:</p> <ul style="list-style-type: none"> ✓ to identify and understand customer needs ✓ to identify gaps in the market ✓ to reduce risk ✓ to inform business decisions. 	
14/11/2022	<p>1.2.2 Types of market research</p> <p>Methods of market research:</p> <ul style="list-style-type: none"> ✓ primary research: survey, questionnaire, focus group, observation ✓ secondary research: internet, market reports, government reports. <p>The use of data in market research:</p> <ul style="list-style-type: none"> ✓ qualitative and quantitative data ✓ the role of social media in collecting market research data <p>the importance of the reliability of market research data.</p>	
21/11/2022	<p>1.2.3 Market Segmentation</p> <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> ✓ identifying market segments: location, demographics, lifestyle, income, age ✓ market mapping to identify a gap in the market and the competition. 	
28/11/2022	<p>1.2.3 Market Segmentation</p> <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> ✓ identifying market segments: location, demographics, lifestyle, income, age ✓ market mapping to identify a gap in the market and the competition. 	
5/12/2022	<p>1.2.4 The competitive environment including SWOT</p> <p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> ✓ strengths and weaknesses of competitors based on: price, quality, location, product range and customer service ✓ the impact of competition on business decision making. 	
12/12/2022	<p>Topic 1.3 - Putting a business idea into practice</p> <p>1.3.1 Business aims and objectives</p> <p>What business aims and business objectives are.</p> <p>Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> ✓ financial aims and objectives: survival, profit, sales, market share, financial security ✓ non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. ✓ Why aims and objectives differ between businesses. 	
Christmas Break		

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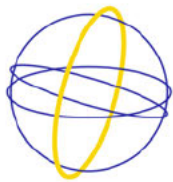
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02/01/2023	<p>1.3.2 Business revenue, costs and profit</p> <p>The concept and calculation of:</p> <ul style="list-style-type: none"> ✓ revenue ✓ fixed and variable costs ✓ total costs ✓ profit and loss ✓ interest ✓ break-even level of output ✓ margin of safety. 	
9/01/2023	<p>1.3.2 Business revenue, costs and profit</p> <p>Interpretation of break-even diagrams:</p> <ul style="list-style-type: none"> ✓ the impact of changes in revenue and costs ✓ break-even level of output ✓ margin of safety ✓ profit and loss 	
16/01/2023	<p>1.3.3 Cash and cashflow</p> <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> ✓ to pay suppliers, overheads and employees ✓ to prevent business failure (insolvency) ✓ the difference between cash and profit. <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> ✓ cash inflows ✓ cash outflows ✓ net cash flow ✓ opening and closing balances. 	
23/01/2023	<p>1.3.4 Sources of business finance</p> <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> ✓ short-term sources: overdraft and trade credit, long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding. 	
30/01/2023	Exam preparation, revision, exam technique and application and DDI process	AR2
6/02/2023	Exam preparation, revision, exam technique and DDI process	AR2
13/02/2023	<p>Topic 1.4 - Making the business effective</p> <p>1.4.1 Options for start-up and small businesses</p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> ✓ limited and unlimited liability ✓ the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> ✓ sole trader, partnership, private limited company ✓ the advantages and disadvantages of each type of business ownership. ✓ the option of starting up and running a franchise operation: the advantages and disadvantages of franchising. 	
February Half Term		

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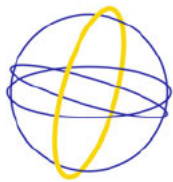
27/02/2023	<p>1.4.1 Options for start-up and small businesses</p> <p>The concept of limited liability:</p> <ul style="list-style-type: none"> ✓ limited and unlimited liability ✓ the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> ✓ sole trader, partnership, private limited company ✓ the advantages and disadvantages of each type of business ownership. ✓ the option of starting up and running a franchise operation: the advantages and disadvantages of franchising. 	
6/03/2023	<p>1.4.2 Business location</p> <p>Factors influencing business location:</p> <ul style="list-style-type: none"> ✓ proximity to: market, labour, materials and competitors ✓ nature of the business activity ✓ the impact of the internet on location decisions: e-commerce and/or fixed premises. 	
13/03/2023	<p>1.4.3 Marketing mix</p> <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> ✓ price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> ✓ balancing the marketing mix based on the competitive environment ✓ the impact of changing consumer needs on the marketing mix ✓ the impact of technology on the marketing mix: e-commerce, digital communication. 	
20/03/2023	<p>1.4.3 Marketing mix</p> <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> ✓ price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> ✓ balancing the marketing mix based on the competitive environment ✓ the impact of changing consumer needs on the marketing mix ✓ the impact of technology on the marketing mix: e-commerce, digital communication. 	
27/03/2023	<p>1.4.4 Business Plans</p> <p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> ✓ to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> ✓ the role and importance of a business plan in minimising risk and obtaining finance. 	
Easter		
17/04/2023	<p>Topic 1.5 - Understanding external influences on business</p> <p>1.5.1 Business stakeholders</p> <p>Who business stakeholders are and their different objectives:</p>	

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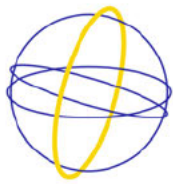
	<ul style="list-style-type: none"> ✓ shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> ✓ how stakeholders are affected by business activity ✓ how stakeholders impact business activity ✓ possible conflicts between stakeholder groups. 	
24/04/23	<p>1.5.2 Technology and business</p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> ✓ e-commerce ✓ social media ✓ digital communication ✓ payment systems. <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> ✓ sales ✓ costs ✓ marketing mix. 	
1/05/2023	<p>1.5.3. Legislation and business</p> <p>The purpose of legislation:</p> <ul style="list-style-type: none"> ✓ principles of consumer law: quality and consumer rights ✓ principles of employment law: recruitment, pay, discrimination and health and safety. <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> ✓ cost ✓ consequences of meeting and not meeting these obligations. 	
8/05/2023	<p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> ✓ unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. 	
15/05/23	<p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> ✓ unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. 	
22/05/23	<p>1.5.5 External influences</p> <p>The importance of external influences on business:</p> <ul style="list-style-type: none"> ✓ possible responses by the business to changes in: technology, legislation, the economic climate. 	
May Half Term		
05/06/2023	<p>1.5.5 External influences</p> <p>The importance of external influences on business:</p> <ul style="list-style-type: none"> ✓ possible responses by the business to changes in: technology, legislation, the economic climate. 	
12/06/2023	Exam preparation, revision, exam technique	
19/06/2023	Exam preparation, revision, exam technique	

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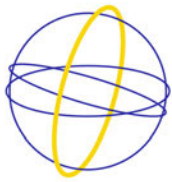
26/06/2023	AR3 Mock Exams – in hall	AR3
3/07/2023	AR3 Mock Exams – in hall	AR3
10/07/2023	DDI and QLA of mock exams	
17/07/2023	DDI and QLA of mock exams	
24/07/2023	Contingency time	

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