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## Subject: GCSE Business (Edexcel)

## Year 10 Curriculum Map 2024 - 25

Week Commencing	Topic (including links to additional resources)	Assessment Window
Staff INSET 02/09 Students Return 03/09	Welcome to GCSE Business, course structure, assessment model, getting to know the course.	
09/09/2024	<p><b>Topic 1.1 - Enterprise and entrepreneurship</b></p> <p>1.1.1 The dynamic nature of business</p> <p>Why new business ideas come about:</p> <ul style="list-style-type: none"> <li>✓ changes in technology</li> <li>✓ changes in what consumers want</li> <li>✓ products and services becoming obsolete.</li> </ul> <p>How new business ideas come about:</p> <ul style="list-style-type: none"> <li>✓ original ideas</li> <li>✓ adapting existing products/services/ideas</li> </ul> <p>innovation / invention</p>	
16/09/2024	<p>1.1.2 Risk and reward</p> <p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> <li>✓ risk: business failure, financial loss, lack of security</li> </ul> <p>reward: business success, profit, independence.</p>	
23/09/2024	<p>1.1.3 The role of business enterprise</p> <p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> <li>✓ to produce goods or services</li> <li>✓ to meet customer needs</li> <li>✓ to add value: convenience, branding, quality, design, unique selling points.</li> </ul> <p>The role of entrepreneurship: an entrepreneur: organises resources, makes business decisions, takes risks.</p>	
30/09/2024	<p>1.1.3 The role of business enterprise</p> <p>The role of business enterprise and the purpose of business activity:</p> <ul style="list-style-type: none"> <li>✓ to produce goods or services</li> <li>✓ to meet customer needs</li> <li>✓ to add value: convenience, branding, quality, design, unique selling points.</li> </ul> <p>The role of entrepreneurship: an entrepreneur: organises resources, makes business decisions, takes risks.</p>	
07/10/2024	<p><b>Topic 1.2 - Spotting a business opportunity</b></p> <p>1.2.1 Meeting customer needs</p> <p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> <li>✓ what customer needs are: price, quality, choice, convenience</li> </ul> <p>the importance of identifying and understanding customers: generating sales, business survival.</p>	
14/10/2024	<p>1.2.2 Purpose of market research</p> <p>The purpose of market research:</p> <ul style="list-style-type: none"> <li>✓ to identify and understand customer needs</li> <li>✓ to identify gaps in the market</li> <li>✓ to reduce risk</li> <li>✓ to inform business decisions.</li> </ul>	

Ormiston Meridian Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.



21/10/2024	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Achievement Round 1
October Half Term		
04/11/2024	Critical reflection process	Achievement Round 1
11/11/2024	1.2.2 Types of market research Methods of market research: <ul style="list-style-type: none"> <li>✓ primary research: survey, questionnaire, focus group, observation</li> <li>✓ secondary research: internet, market reports, government reports.</li> </ul> The use of data in market research: <ul style="list-style-type: none"> <li>✓ qualitative and quantitative data</li> <li>✓ the role of social media in collecting market research data</li> <li>✓ the importance of the reliability of market research data.</li> </ul>	
18/11/2024	1.2.3 Market Segmentation How businesses use market segmentation to target customers: <ul style="list-style-type: none"> <li>✓ identifying market segments: location, demographics, lifestyle, income, age</li> <li>✓ market mapping to identify a gap in the market and the competition.</li> </ul>	
25/11/2024	1.2.3 Market Segmentation How businesses use market segmentation to target customers: <ul style="list-style-type: none"> <li>✓ identifying market segments: location, demographics, lifestyle, income, age</li> <li>✓ market mapping to identify a gap in the market and the competition.</li> </ul>	
02/12/2024	1.2.4 The competitive environment including SWOT Understanding the competitive environment: <ul style="list-style-type: none"> <li>✓ strengths and weaknesses of competitors based on: price, quality, location, product range and customer service</li> <li>✓ the impact of competition on business decision making.</li> </ul>	
09/12/2024	<b>Topic 1.3 - Putting a business idea into practice</b> 1.3.1 Business aims and objectives What business aims and business objectives are. Business aims and objectives when starting up: <ul style="list-style-type: none"> <li>✓ financial aims and objectives: survival, profit, sales, market share, financial security</li> <li>✓ non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</li> <li>✓ Why aims and objectives differ between businesses.</li> </ul>	
16/12/2024	1.3.2 Business revenue, costs and profit The concept and calculation of: <ul style="list-style-type: none"> <li>✓ revenue</li> <li>✓ fixed and variable costs</li> <li>✓ total costs</li> <li>✓ profit and loss</li> <li>✓ interest</li> <li>✓ break-even level of output</li> <li>✓ margin of safety</li> </ul>	
Christmas Break		
06/01/2025	1.3.2 Business revenue, costs and profit The concept and calculation of: <ul style="list-style-type: none"> <li>✓ revenue</li> <li>✓ fixed and variable costs</li> <li>✓ total costs</li> <li>✓ profit and loss</li> <li>✓ interest</li> <li>✓ break-even level of output</li> <li>✓ margin of safety</li> </ul>	
13/01/2025	1.3.2 Business revenue, costs and profit The concept and calculation of: <ul style="list-style-type: none"> <li>✓ revenue</li> <li>✓ fixed and variable costs</li> <li>✓ total costs</li> </ul>	

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20/01/2025	<p>1.3.3 Cash and cashflow</p> <p>The importance of cash to a business:</p> <ul style="list-style-type: none"> <li>✓ to pay suppliers, overheads and employees</li> <li>✓ to prevent business failure (insolvency)</li> <li>✓ the difference between cash and profit.</li> </ul> <p>Calculation and interpretation of cash-flow forecasts:</p> <ul style="list-style-type: none"> <li>✓ cash inflows</li> <li>✓ cash outflows</li> <li>✓ net cash flow</li> <li>✓ opening and closing balances</li> </ul>	
27/01/2025	<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"> <li>✓ short-term sources: overdraft and trade credit, long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding</li> </ul>	
03/02/2025	<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"> <li>✓ short-term sources: overdraft and trade credit, long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding</li> </ul>	
10/02/2025	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Achievement Round 2
February Half Term		
24/02/2025	Exam Preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Achievement Round 2
03/03/2025	<p><b>Topic 1.4 - Making the business effective</b></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"> <li>✓ limited and unlimited liability</li> <li>✓ the implications for the business owner(s) of limited and unlimited liability.</li> </ul>	
10/03/2025	<p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> <li>✓ sole trader, partnership, private limited company</li> <li>✓ the advantages and disadvantages of each type of business ownership.</li> <li>✓ the option of starting up and running a franchise operation: the advantages and disadvantages of franchising.</li> </ul>	
17/03/2025	<p>1.4.2 Business location</p> <p>Factors influencing business location:</p> <ul style="list-style-type: none"> <li>✓ proximity to: market, labour, materials and competitors</li> <li>✓ nature of the business activity</li> <li>✓ the impact of the internet on location decisions: e-commerce and/or fixed premises.</li> </ul>	
24/03/2023	<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"> <li>✓ price, product, promotion, place</li> <li>✓</li> </ul>	
31/03/2025	<p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> <li>✓ balancing the marketing mix based on the competitive environment</li> <li>✓ the impact of changing consumer needs on the marketing mix</li> <li>✓ the impact of technology on the marketing mix: e-commerce, digital communication.</li> </ul>	
07/04/2025	<p>1.4.4 Business Plans</p> <p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> <li>✓ 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.</li> </ul>	

	The purpose of planning business activity: the role and importance of a business plan in minimising risk and obtaining finance	
Easter Break		
28/04/2025	<p><b>Topic 1.5 - Understanding external influences on business</b></p> <p>1.5.1 Business stakeholders</p> <p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> <li>✓ shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.</li> </ul> <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> <li>✓ how stakeholders are affected by business activity</li> <li>✓ how stakeholders impact business activity</li> <li>✓ possible conflicts between stakeholder groups</li> </ul>	
05/05/25	<p>1.5.2 Technology and business</p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> <li>✓ e-commerce</li> <li>✓ social media</li> <li>✓ digital communication</li> <li>✓ payment systems.</li> </ul> <p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> <li>✓ sales</li> <li>✓ costs</li> <li>✓ marketing mix</li> </ul>	
12/05/2025	<p>1.5.3.Legislation and business</p> <p>The purpose of legislation:</p> <ul style="list-style-type: none"> <li>✓ principles of consumer law: quality and consumer rights</li> <li>✓ principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>✓ cost</li> <li>✓ consequences of meeting and not meeting these obligations</li> </ul>	
19/05/2025	<p>1.5.3.Legislation and business</p> <p>The purpose of legislation:</p> <ul style="list-style-type: none"> <li>✓ principles of consumer law: quality and consumer rights</li> <li>✓ principles of employment law: recruitment, pay, discrimination and health and safety.</li> </ul> <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> <li>✓ cost</li> <li>✓ consequences of meeting and not meeting these obligations.</li> </ul>	
May Half Term		
02/06/2025	<p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates.</p>	
09/06/2025	<p>1.5.4 The economy and business</p> <p>The impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</p>	Year 10 Mock Exams
16/06/2025	<p>1.5.5 External influences</p> <p>The importance of external influences on business: possible responses by the business to changes in: technology, legislation, the economic climate</p>	Year 10 Mock Exams
23/06/2025	Exam preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Year 10 Mock Exams
30/06/2025	Exam preparation, revision, exam technique practice including application / case study analysis and critical reflection process	Year 10 Mock Exams
07/07/2025	Work Experience	

14/07/2025	1.5.5 External influences The importance of external influences on business: ✓ possible responses by the business to changes in: technology, legislation, the economic climate	
21/07/2025	Flexi Inset	