



Year 10 Business Studies Curriculum Plan

	Key concept/ Key question	Overview of the unit	Assessment	Cross Curricular Skills	Suggested reading material and websites:
	1.1 Spotting a business opportunity	Understanding the basics of what a business is, customer needs and competition. The key concept of “adding value” is analysed, and then options for starting up a business, including franchising.	Multiple choice questions	Written communication skills, and reading comprehension.	BBC bitesize: GCSE business topics
	1.2 Showing enterprise.	Looking at what is meant by enterprise and some of the skills needed to be successful. How to protect a competitive advantage and the meanings of invention and innovation. The key concept of “calculated risk” is analysed.	Multiple choice questions	Written communication skills, and reading comprehension.	BBC bitesize: GCSE business topics
	1.3 Putting ideas into practice	Key concepts of revenue, fixed and variable costs, and profit and explored by looking at cash flow and the importance of this. Also we look at how to obtain finance.	Multiple choice questions	Basic maths skills are required for this unit	BBC bitesize: GCSE business topics
	1.4 Making the start up effective	Customer focus and the marketing mix. We also look at the meaning and importance of limited liability, and start-up legal and tax issues.	Multiple choice questions	Written communication skills, and reading comprehension.	BBC bitesize: GCSE business topics
	Topic 1.5 Understanding the economic context	This topic considers the economic factors that affect businesses, by looking at demand and supply, interest rates and exchange rates. Imports, exports and the business cycle are also analysed.	Multiple choice questions	A wider awareness of the economic world	BBC bitesize: GCSE business topics Broadsheet newspapers BBC news