

Continuity Curriculum

An online shadow curriculum for students temporarily out of lessons to ensure continuity of learning

Year 10 – Business

| Week Beginning | Lesson Title | Lesson Objective | Online Lesson Link | Any additional instructions? You must answer all of these questions in full sentences in your workbooks in addition to the 'Deliberate Practice' tasks on the slides |
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| 1 st September | 1.1.1 The dynamic nature of business | To understand what is meant by the dynamic nature of business . | Lesson 1 - The dynamic nature of business.pptx | <ul style="list-style-type: none"> • What is meant by the term "dynamic" when describing business? • How can changes in technology create new opportunities for businesses? • Why is it important for businesses to respond to changing customer needs and wants? • How can competition encourage businesses to adapt and innovate? |

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| | | | | <ul style="list-style-type: none"> • What is the role of enterprise in developing new business ideas? • How might social or lifestyle changes affect the products and services businesses offer? • Why could a business fail if it does not respond to changes in the market? • Can you give an example of a business that has successfully adapted to change? • What risks might a business face when responding to change? • How does innovation help businesses stay competitive in dynamic markets? |
| 8 th September | 1.1.2 Risk and reward | To understand what is meant by risk and reward in business. | Lesson 2 - Risk and reward.pptx | <ul style="list-style-type: none"> • What does "risk" mean in a business context? • Can you name two financial risks and two non-financial risks that entrepreneurs may face? • Why might an entrepreneur accept risks when starting a business? • What is meant by "reward" in business? |

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| | | | | <ul style="list-style-type: none"> • Give one example of a financial reward and one example of a non-financial reward. • How can profit act as a reward for taking business risks? • Why is building business reputation considered a reward? • What might happen to a business that takes on too much risk? • How can careful planning reduce risks for a new business? • Why is it important for entrepreneurs to balance risk and reward? |
| 15 th September | 1.1.3 The role of business enterprise | To explain the role of the entrepreneur in creating and developing business ideas. | Role of an enterprise (1).pptx | <ul style="list-style-type: none"> • What are the main purposes of business activity? • How do businesses identify and meet customer needs? • What is meant by "adding value" in business? • Give two examples of how a business can add value to its products. • What is the role of an entrepreneur in starting a business? • What qualities and skills are often linked with successful entrepreneurs? |

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| | | | | <ul style="list-style-type: none"> • Why is innovation important in business enterprise? • How can entrepreneurs help drive the wider economy? • Why might an entrepreneur take the risk of starting a new business? • What is the difference between providing a good and providing a service? |
| 22 nd September | 1.2.1 needs | Customer | To explore how businesses adapt products and services to satisfy customer needs. | Customer needs and market research.pptx <ul style="list-style-type: none"> • What is meant by the term "customer needs"? • What are the four main customer needs businesses must consider? • Why is price an important customer need? • How can quality influence whether customers buy a product or not? • Why might some customers value convenience over price? • How can offering choice give a business a competitive advantage? • Why is it important for a business to understand its target customers' needs? • What might happen to a business that fails to meet customer needs? • How can customer needs change over time? |

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| | | | | <ul style="list-style-type: none"> • Give an example of a business adapting its product or service to meet changing customer needs. |
| 29 th September | 1.2.2 Market research | Market | To identify the difference between primary and secondary research . | Customer needs and market research.pptx <ul style="list-style-type: none"> • What is meant by the term "market research"? • What is the difference between primary and secondary research? • Give one example of a method of primary research. • Give one example of a source of secondary research. • What is meant by quantitative data? • What is meant by qualitative data? • Why is it important for businesses to carry out market research before launching a new product? • How can market research help a business reduce the risks of failure? • What problems might arise if a business relies only on secondary research? • Why is accurate and up-to-date market research important for decision-making? |
| 6 th | 1.2.3 segmentation | Market | To be able to understand how segmentation helps businesses target customers more effectively. | Market segmentation.pptx Market mapping (1).pptx <ul style="list-style-type: none"> • What is meant by the term "market segmentation"? • What are five common ways businesses can segment a market? |

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| October | | | | <ul style="list-style-type: none">• Why might a business segment its market by age?• How can lifestyle segmentation help businesses understand their customers?• What is the benefit of targeting a specific market segment?• What problems might arise if a business targets the wrong segment?• How can market segmentation give a business a competitive advantage?• Why is it important for businesses to carry out research before deciding on a target segment?• Can a business target more than one segment at the same time? Give an example.• Why might market segments change over time?• What is meant by the term "market mapping"?• Which two factors are usually compared when creating a market map?• How can a business use a market map to spot a gap in the market?• Why is it important for businesses to know where competitors are positioned on a market map?• |
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| <p>13th October</p> | <p>1.2.4 The competitive environment</p> | <p>To understand what is meant by the competitive environment in business.</p> | <p>The competitive environment.pptx</p> | <ul style="list-style-type: none"> • What is meant by the term “competitive environment”? • Give two examples of how businesses might compete with each other. • How can price competition affect customer choice? • Why might some customers prefer a business that offers excellent customer service? • How can product range help a business stand out from its competitors? • Why is location an important factor in competition? • What challenges can strong competition create for small businesses? • How might competition encourage a business to innovate? • What are the possible benefits of competition for customers? • Why is it important for a business to be aware of its competitors? |
| <p>20th October</p> | <p>1.3.1 Business aims and objectives</p> | <p>To explore how aims and objectives influence business decision-making.</p> | <p>Aims and Objectives 2023 new.pptx</p> | <ul style="list-style-type: none"> • What is meant by the term “business aim”? • What is the difference between an aim and an objective? • Give two examples of common business aims. • Why might survival be the main aim for a new business? |

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| | | | | <ul style="list-style-type: none"> • How can profit be both a short-term and long-term business objective? • Why might a growing business set an objective to increase its market share? • What are ethical or social objectives, and why might a business have them? • How can customer satisfaction be an important business objective? • Why might a business change its objectives over time? • How do aims and objectives help guide business decision-making? |
| 27 th October | HALF TERM | | | |
| 3 rd November | Recap lesson | | | |
| 10 th November | 1.3.2 Business revenues, costs and profits | To understand the key terms: revenue, costs, profit, and loss. | <u>1.3.2 Business revenues, costs and profits</u> | <ul style="list-style-type: none"> • What is meant by the term "revenue"? • How is total revenue calculated? • What is the difference between fixed costs and variable costs? • Give one example of a fixed cost and one example of a variable cost. • How is total cost calculated? |

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| | | | | <ul style="list-style-type: none"> • What is the formula for calculating profit (or loss)? • Why is profit important for a business? • What might happen to a business if its costs are higher than its revenue? • How can reducing costs improve a business's profitability? • Why might a business with high revenue still make a loss? |
| 17 th November | 1.3.2 Business revenues, costs and profits | To understand the key terms: revenue, costs, profit, and loss. | 1.3.2 Business revenues, costs and profits | <ul style="list-style-type: none"> • What is meant by the term "revenue"? • How is total revenue calculated? • What is the difference between fixed costs and variable costs? • Give one example of a fixed cost and one example of a variable cost. • How is total cost calculated? • What is the formula for calculating profit (or loss)? |

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| | | | | <ul style="list-style-type: none"> • Why is profit important for a business? • What might happen to a business if its costs are higher than its revenue? • How can reducing costs improve a business's profitability? • Why might a business with high revenue still make a loss? |
| 24 th November | 1.3.3 Cash and cash-flow | To be able to interpret and construct simple cash-flow forecasts . | Cash Flow Part 1 PDF.pdf | <ul style="list-style-type: none"> • What is meant by the term "cash-flow"? • What is the difference between cash and profit? • What is meant by the terms inflow and outflow? • How is net cash-flow calculated? • What is meant by a cash-flow forecast? • Why is a cash-flow forecast useful for a business? • What problems might a business face if it has a negative cash-flow? |

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| | | | | <ul style="list-style-type: none"> • How can a business improve its cash-flow position? • Why might a profitable business still run out of cash? • How can cash-flow forecasts help reduce risk for entrepreneurs? |
| 1 st December | 1.3.4 Sources of business finance | To understand the difference between short-term and long-term sources of finance. | Sources of finance 2 lessons.pptx | <ul style="list-style-type: none"> • What is meant by the term "source of finance"? • What is the difference between short-term and long-term sources of finance? • Give two examples of short-term sources of finance. • Give two examples of long-term sources of finance. • Why might an entrepreneur use personal savings to start a business? • What is the benefit of retained profit as a source of finance? • What are the risks of using bank loans as a source of finance? |

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| | | | | <ul style="list-style-type: none"> • Why might a business use share capital instead of taking out a loan? • How can the choice of finance depend on whether a business is small or large? • Why is it important for a business to carefully choose the right source of finance? |
| 8 th December | 1.3.4 Sources of business finance | To explore how the choice of finance depends on the business's situation and needs. | Sources of finance - large businesses.pptx | <ul style="list-style-type: none"> • What is meant by the term "source of finance"? • What is the difference between short-term and long-term sources of finance? • Give two examples of short-term sources of finance. • Give two examples of long-term sources of finance. • Why might an entrepreneur use personal savings to start a business? • What is the benefit of retained profit as a source of finance? • What are the risks of using bank loans as a source of finance? • Why might a business use share capital instead of taking out a loan? • How can the choice of finance depend on whether a business is small or large? |

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| | | | | <ul style="list-style-type: none"> • Why is it important for a business to carefully choose the right source of finance? |
| 15 th December | 1.4.1 The options for start-up and small businesses + franchising | To explore why different forms of ownership are suitable for different start-up and small businesses. | Ownership types.pptx | <ul style="list-style-type: none"> • What is meant by the term “sole trader”? • What are two advantages of being a sole trader? • What are two disadvantages of being a sole trader? • What is meant by a “partnership”? • Why might two friends starting a business choose to form a partnership? • What is meant by “limited liability” in a private limited company (Ltd)? • How can limited liability benefit the owners of a small business? • What is one disadvantage of setting up as a private limited company? • Why might the choice of business ownership change as a business grows? |

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| | | | | <ul style="list-style-type: none"> How does the type of ownership affect how much control an owner has? |
| 22 nd December | CHRISTMAS HOLIDAYS | | | |
| 5 th January | Mid- Year Exams | | | |
| 12 th January | | | | |
| 19 th January | Recap on franchising 1.4.1 The options for start-up and small businesses | To understand the advantages and disadvantages of franchising | Ownership types.pptx | <ul style="list-style-type: none"> What is meant by the term "franchise"? Who is the franchisor and who is the franchisee? What are two advantages for a franchisee when joining a franchise? What are two disadvantages for a franchisee? How does franchising help reduce the risk of starting a business? Why might a franchisor want to expand their business through franchising? |

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| | | | | <ul style="list-style-type: none"> • What are the possible risks for a franchisor when selling franchises? • Why might some entrepreneurs prefer to start their own independent business instead of a franchise? • How does franchising affect the level of control an entrepreneur has? • Give an example of a well-known franchise and explain why it is successful. |
| 26 th January | 1.4.2 location | Business | To understand the factors that influence a business's choice of location. | <p>Location PDF.pdf</p> <ul style="list-style-type: none"> • What is meant by the term "business location"? • Why might proximity to the market (customers) be important for some businesses? • How can access to raw materials influence a business's choice of location? |

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| | | | | <ul style="list-style-type: none">• Why might labour availability and cost be an important factor in location decisions?• How can being close to competitors be both an advantage and a disadvantage?• Why is cost an important consideration when choosing a location?• How has the rise of e-commerce changed the importance of business location?• Why might a small business choose a location with high footfall even if it is more expensive?• Give an example of a type of business where location is less important.• What risks might a business face if it chooses the wrong location? |
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| <p>2nd February</p> | <p>1.4.3 The marketing mix product</p> | <p>To understand what is meant by the product element of the marketing mix.</p> | <p>Marketing mix - product.pptx</p> | <ul style="list-style-type: none"> • What is meant by “product” in the marketing mix? • How can product design influence customer buying decisions? • Why is quality an important factor for many customers? • How can packaging add value to a product? • What is meant by product differentiation? • Why might a business want to make its product stand out from competitors? • What is the product life cycle? • Why might a business use product extension strategies? • Give an example of how a business has successfully adapted its product to meet customer needs. |
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| | | | | <ul style="list-style-type: none"> • How does the product element link to the other parts of the marketing mix (price, place, promotion)? |
| 9 th February | 1.4.3 The marketing mix place | To identify different methods of distribution (e.g. retailers, wholesalers, e-commerce, direct sales). | Marketing mix - place.pptx | <ul style="list-style-type: none"> • What is meant by “place” in the marketing mix? • Give two examples of distribution channels a business could use. • Why might a business choose to sell its products online? • What is one advantage of selling through retailers? • What is one advantage of selling directly to customers? • How has e-commerce changed the importance of location for businesses? • Why might a business use multiple distribution channels? |

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| | | | | <ul style="list-style-type: none"> • How can place decisions affect customer convenience? • Why might a small business benefit from using wholesalers? • How can poor place decisions reduce sales? |
| 16 th February | HALF TERM | | | |
| 23 rd February | 1.4.3 The marketing mix promotion | To understand what is meant by “promotion” in the marketing mix. | Marketing mix - promotion.pptx | <ul style="list-style-type: none"> • What is meant by “promotion” in the marketing mix? • Give two examples of promotional methods a business could use. • How can advertising help raise awareness of a product? • What is the difference between short-term sales promotions and long-term advertising? |

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| | | | | <ul style="list-style-type: none"> • Why might a small business use social media for promotion? • What is meant by public relations (PR)? • How can sponsorship help a business promote its brand? • Why is it important for promotion to be aimed at the right target market? • How can promotion affect customer loyalty? • Why might a business change its promotional methods over time? |
| 2 nd March | 1.4.3 The marketing mix price | To understand the role of price in the marketing mix. | Unit 2 - Marketing mix (Price) (002).pptx | <ul style="list-style-type: none"> • What is meant by "price" in the marketing mix? • What is the difference between penetration pricing and skimming pricing? • Why might a business use competitive pricing? • How does cost-plus pricing work? |

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| | | | | <ul style="list-style-type: none"> • Give one reason why a business might use promotional pricing. • How can pricing affect customer perception of a product? • Why might a luxury brand avoid discount pricing? • How does competition influence pricing decisions? • Why is it important for pricing to be linked with product quality? • How can a business change its pricing strategy as it grows? |
| 9 th March | 1.4.4 Business plans | To explore how business plans are used by entrepreneurs, investors, and banks. | Business.pka.pptx | <ul style="list-style-type: none"> • What is meant by the term "business plan"? • What are two main purposes of a business plan? • Give three sections that would normally be included in a business plan. • How can market research be used in a business plan? • Why might a bank want to see a business plan before lending money? |

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| | | | | <ul style="list-style-type: none"> • How can a business plan help reduce risk for an entrepreneur? • Why might financial forecasts be included in a business plan? • How does a business plan help entrepreneurs stay focused on their aims and objectives? • What are the risks of starting a business without a business plan? • Why should a business plan be updated regularly? |
| 16 th March | 1.5.1 Business stakeholders | To understand the different interests and objectives of stakeholders. | Stakeholders.pptx | <ul style="list-style-type: none"> • What is meant by the term "stakeholder"? • Give three examples of stakeholders in a business. • What are the main objectives of business owners? • Why are employees considered stakeholders? • How might customers influence a business's decisions? |

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| | | | | <ul style="list-style-type: none"> • Why is the local community interested in how a business operates? • How can suppliers be affected by a business's success or failure? • Why does the government act as a stakeholder in businesses? • Give one example of a stakeholder conflict (e.g. between employees and owners). • Why is it important for businesses to balance the needs of different stakeholders? |
| 23 rd March | 1.5.2 Technology and business | To identify ways technology influences sales, costs, and customer experience. | Technology and business.pptx | <ul style="list-style-type: none"> • What is meant by e-commerce? • How has social media changed the way businesses promote their products? • What is one benefit of businesses using digital |

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| | | | | <p>communication (e.g. email, websites)?</p> <ul style="list-style-type: none">• Give one way technology can help reduce business costs.• How might technology improve customer convenience?• What is meant by m-commerce?• How can technology create more competition for businesses?• What risks might a business face if it relies too heavily on technology?• Why might small businesses struggle to keep up with technological changes?• How has technology changed the relationship between businesses and their customers? |
| 30 th March | EASTER HOLIDAYS | | | |

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| 14 th April | 1.5.3 Legislation and business | To identify the main areas of legislation affecting businesses: consumer law and employment law. | Law and employment 2023 NEW.pptx | <ul style="list-style-type: none">• What is meant by legislation in business?• Give one way consumer law protects customers.• Give one way employment law protects employees.• Why is it important for businesses to follow health and safety regulations?• How might consumer law affect the way a business sells its products?• What could happen to a business if it breaks employment law?• How can legislation increase costs for businesses?• What are the benefits for a business of treating employees fairly?• How does legislation help create fair competition between businesses?• Why is it important for businesses to keep up to date with changes in legislation? |
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| 20 th April | 1.5.4 The economy and business | To understand how changes in the economy affect businesses. | Economic climate - new 2023.pptx | <ul style="list-style-type: none">• What is meant by “the economy”?• How can changes in consumer income affect business sales?• What is inflation and how might it affect businesses?• How can high interest rates impact borrowing for businesses?• Why might businesses benefit from low unemployment rates?• What is meant by an exchange rate?• How can a fall in the value of the pound (£) affect UK exporters?• Why might businesses change prices when the economy is weak?• How can economic growth create new opportunities for businesses?• Why is it important for businesses to monitor changes in the economy? | |
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| 27 th April | 1.5.4 The economy and business | To understand how changes in the economy affect businesses. | Economic climate - new 2023.pptx | <ul style="list-style-type: none">• What is meant by “the economy”?• How can changes in consumer income affect business sales?• What is inflation and how might it affect businesses?• How can high interest rates impact borrowing for businesses?• Why might businesses benefit from low unemployment rates?• What is meant by an exchange rate?• How can a fall in the value of the pound (£) affect UK exporters?• Why might businesses change prices when the economy is weak?• How can economic growth create new opportunities for businesses?• Why is it important for businesses to monitor changes in the economy? |
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| 5 th May | 1.5.5 External influences | To understand what is meant by external influences on business. | | <ul style="list-style-type: none">• What is meant by an external influence on a business?• Give two examples of external influences that affect businesses.• How can technological change create opportunities for businesses?• Why might environmental concerns change how businesses operate?• How can strong competition be both a threat and an opportunity?• What external factor might lead to businesses paying higher costs for wages?• How can changes in the economic climate affect consumer spending?• Why must businesses consider ethical influences?• What might happen to a business that fails to respond to changes in legislation?• How can monitoring external influences help |
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| | | | | businesses plan for the future? |
| 11 th May | revision | | | |
| 18 th May | revision | | | |
| 25 th May | HALF TERM | | | |
| 1 st June | | | | |
| 8 th June | END OF YEAR ASSESSMENTS | | | |
| 15 th June | | | | |
| 23 rd June | | | | |
| 29 th June | | | | |
| 6 th July | | | | |
| 13 th July | | | | |