Business Curriculum Map (Year 10)

Pearson / Edexcel (GCSE) [2022 – 2023]

1.5 Understanding external influences on business

1.5.5 External influences
Impact on Business

1.5.4 The economy and business
Economy
Interest rates, Exchange rates
Taxation

1.5.3 Legislation and business
Consumer Legislation
Employer legislation
Impact on business

1.5.2 Technology and business
Different types of technology used by business
How technology influences business

1.5.1 Business stakeholders
Who business stakeholders are and their different objectives
Stakeholder conflicts

1.4 Making the Business effective

1.4.4 Business plans
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.

1.4.3 The marketing mix
The impact of changing consumer needs on the marketing mix.
The impact of technology on the marketing mix: e-commerce, digital communication

1.4.3 The marketing mix
What the marketing mix is and the importance of each element:
Price, product, promotion, place

1.4.2 Business location
Factors influencing business location:
Proximity to: market, labour, materials and competitors
Nature of the business activity

1.4.1 The options for start-up and small businesses
Sole Traders, Partnerships, Private Limited Companies, Franchises

1.4.1 The options for start-up and small businesses
The concept and implications of limited liability and unlimited liability.

1.3 Putting business ideas into practice

Sources of Finance 1.3.4
Short-term sources: overdraft and trade credit
Long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding

Cash and cash flow 1.3.3
Importance of Cash
Calculation and interpretation of cash flow forecast

Business revenues, costs and profit 1.3.2
Impact of changes in revenue and costs, Break even
Margin of safety

Business revenues, costs and profit 1.3.2
Revenue. Fixed and variable costs, Total Costs, Profit, Interest

Business aims and objectives 1.3.1
Financial and non financial objectives
Different objectives for different businesses

1.2 Spotting a business opportunity

Customer needs 1.2.1
Price, convenience, choice, quality

Market research 1.2.2
Purpose, types, social media, reliability

Market segmentation 1.2.3
Uses, methods of segmentation
Market mapping

The competitive environment 1.2.4
SWOT
Impact of competition

1.1 Enterprise and Entrepreneurship

Dynamic nature of Business 1.1.1
Why new products
How new products

Risk and Reward 1.1.2
Risks of starting business
Rewards of starting business

Role of Business enterprise 1.1.3
Produce goods/services
Meet customer needs
Add Value

Roll of Business enterprise 1.1.3
Roll of entrepreneur
Organise resources, take risks, make decisions