

GCSE Business Learning Journey Year 10

Exploring Enterprise
Examining the Characteristics of Businesses and their owners. Discussing how businesses invent and innovate to create products and services that customers want, through the use of Market Research.

Start of Year 10

Why new business ideas come about
How new business ideas come about
The impact of risk and reward on business activity

Entrepreneurship

Spotting A business Opportunity

Business objectives – Start-up
The Competitive Environment
Market Segmentation
Secondary Market Research
The purpose of market research
What customer needs are

Financial objectives – Start-up
Revenue
Fixed, Variable and total costs

SWOT analysis
Market Mapping
Qualitative & Quantitative Data
Primary Market research
Importance of identifying customer needs
The role of entrepreneurship

The role of enterprise and the purpose of business activity

Putting the business idea into practice

Break-even Calculation - Contribution
Margin of safety
Cash and cash flow – the importance of cash
Calculating and interpreting cash flow forecasts
Long-term sources of finance
The options of start-up and small business
Limited and unlimited Liability

Profit and Loss
Interest
Break-even Calculation
Interpreting break-even graphs
Impact of changes in revenue and costs
The difference between cash and profit
Short-term sources of finance

Making the Business Effective

Types of ownership for start-ups

Exchange Rates
Interest Rates
The impact of changing levels of consumer income
Legislation and its impact on business
Technology and Business
Business Stakeholders and their objectives
The Marketing Mix

Understanding external influences on business

Next Steps:
Reflect on the learning of this year to build upon in year 11

Responding to change
Changes in Taxation
The impact of inflation
The impact of unemployment
How technology influences business activity
Stakeholder conflict
Influences on the marketing mix
Role and importance of a business plan