

Year 10 Topics

In year 10 we teach the following topics over the course of the year. Each topic draws on prior learning from previous years and builds on understanding from the KS3 programme of study. Each topic develops and deepens the Core knowledge that will underpin all areas of the curriculum at KS4 and KS5.

Topic	Rationale	Knowledge acquisition	Key vocabulary	Skills and enrichment
A1: What is Enterprise	To understand the characteristics of enterprise	Difference between providing a good or a service	Good, service, unique selling point, enterprise, competition, small medium enterprise (SME)	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		How to attract customers	Customer, retain, reputation, budgets, profit, independent business	
		The role of customer service	Customer service, loyalty, social media, incentive, repeat purchase, reputation	
		Creativity and Innovation	Creativity, innovation, gap in the market, invention, customer needs and wants	
		Reason why enterprises fail	Expand, cash, growth, demand, supply	
A2: Types of SME's	To understand the features of an SME and the key characteristics	Definition of SME	Micro enterprise, small enterprise, medium enterprise, private sector, public sector, profit making, not-for-profit,	Independence – internally assessed unit including independent research Evaluation of impact on business Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Characteristic of SME's	Type of ownership, sole trader, partnership, limited company LTD, employee, physical location, virtual location	

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A3: The purpose of Enterprise	To understand the purpose of business and why enterprises set aims and objectives	Aims	Profit, survival, expansion, maximising sales, voluntary service, charitable service, ethics and environmental	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Objectives	SMART, specific, measureable, achievable, realistic, time-related, challenge, target, market	
		Social and Political Pressures	Social pressure, political pressure, laws, legislation, tax, pop-ups,	
A4: Entrepreneurs	To be able to understand what an entrepreneur is and the skills needed	Reasons for starting an enterprise	Profit, Survival, Social, Flexible, passion, motivated, innovative, adaptable, vision	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business

		Characteristics and skills of an entrepreneur	interpersonal, communication skills, planning, time management, negotiation, prioritising tasks, problem solving, managing risk.	creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
B1 Customer needs	To understand the importance of anticipating and identifying customer needs Able to understand customer expectations and segmentation	Customer needs	Customer needs, good value products, rapid response, clear and honest information, after sales service	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
		Segmentation	Segmentation, age, gender, income, lifestyle, and location	

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B2 Using market research to understand Customer needs	To understand what market research is	Market Research	Market research, qualitative research, quantitative research, primary research, secondary research Questionnaires, surveys, telephone interviews, focus groups, visits and observations. Online research, internet searches, websites, company materials, market reports and government reports.	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
	To be able to identify primary and secondary research methods.	Market research methods		
B3 Understanding Competitors	To understand what a competitor is.	Understand competitors: price and quality.	USP's Unique selling points, Features, Price, Product, place, promotion, quality,	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
	To be able to identify features of competitors	Understand competitors: availability and unique features	Availability, unique features and USP's	
		Identifying competitors	Researching competitors, primary research, secondary research, pricing, competition.	

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C1 Internal Factors	To understand the internal factors	The impact of internal factors on costs	Internal factors, markets, researching, customer satisfaction. Quality of products, price, USP, Customer service, availability and convenience.	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
	Able to analyse the impacts of internal influences.	The impact of internal factors on customer satisfaction	Effective planning, effective financing, demand, human resource costs, contingency plan,	
C2 External Factors	To understand external factors and how they have an effect on enterprise.	The impact of external factors on costs.	Interest, fluctuation, raw materials, gross profit, loans, borrowing, premises.	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
			Regulations, marketing costs, selling costs, government regulations, taxation,	
	Able to analyse the impact of external influences.	The impact of external factors on revenue.	Changes in revenue, competitors, economy, growth, recession, tastes, legislation.	

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C3 Situational Analysis	To understand situational analysis.	Understanding situational analysis: SWOT	Strengths, weaknesses, opportunities and threats and competitive advantage	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
	Able to carry out situational analysis using SWOT and PEST	Understanding situational analysis: PEST	Political, economic, social, technological.	
C4 Measuring the success of an SME	To understand the reasons for the success of SME's	Reason for success of SME's	Perseverance, ability of entrepreneur, hard work, customer service, resilience, determination, employees and skills. Maintaining success.	Independence – internally assessed unit including independent research evaluation – Evaluation of the impact on business analysis – Analysis of the positive or negative impact on business creativity – Students choose own business and research literacy numeracy oracy – Class discussions research – investigation into real businesses
	Able to explain the 6 methods of measuring the success of SME's	Measuring the success of an SME	Methods of measuring success: survival, making a living, sales volume/value, market share, profit (liquidity ratio), reputation and customer satisfaction	