

# LONG TERM PLANS

Year Overview (GCSE Business Studies)

<b>ESS Faculty</b>	
<b>YEAR 10</b>	
<b>Autumn term</b>	
<b>Half term 1</b>	<b>Half term 2</b>
<p><b>Topic 1.1 Spotting a business opportunity</b>  <i>Aims: To understand how what customers need and how this can be identified. This includes identifying gaps in the market, doing a competition analysis, adding value and considering franchise opportunities.</i></p> <p><b>Key Assessment Activity:</b>            'Over To You' case study            End of topic test (exam practice)</p>	<p><b>Topic 1.2 Showing enterprise</b>  <i>Aims: To understand the skills that are needed to be enterprising. This includes creative thinking, asking the right questions, considering why calculated risks need to be taken, and how planning ahead and making connections help a business to be successful</i></p> <p><b>Key Assessment Activity:</b>            'Over To You' case study            End of topic test (exam practice)</p>
<b>Spring term</b>	
<b>Half term 1</b>	<b>Half term 2</b>
<p><b>Topic 1.3 Putting a business idea into practice</b>  <i>Aim: To understand the practicalities of making a business idea happen. This includes identifying business objectives, what sources of finance are available to start-up a business, and how estimates of revenues, costs, profits and cash flow fit into the business plan.</i></p> <p><b>Key Assessment Activity:</b>            'Over To You' case study            End of topic test (exam practice)</p>	<p><b>1.4 Making the start-up effective</b>  <i>Aims: To understand the practicalities of making a business idea happen. This includes creating a marketing mix, start-up legal and tax issues, customer satisfaction and recruiting, training and motivating staff.</i></p> <p><b>Key Assessment Activity:</b>            'Over To You' case study            End of topic test (exam practice)</p>
<b>Summer term</b>	
<b>Half term 1</b>	<b>Half term 2</b>

**1.5 The economic context**

***Aim: To understand the economic factors that affect business. This includes how demand and supply affects prices charged, how interest rates affect a business, how changes in exchange rates affect imports and exports and how the business cycle affects businesses at different stages.***

***Key Assessment Activity:***

'Over To You' case study

End of topic test (exam practice)

**Unit 2: Controlled Assessment**

***Aims: To demonstrate understanding and use of concepts.***

***Key Assessment Activity: Practice controlled assessment***

'Over To You' case study

End of topic test (exam practice)