



Vision: To know and understand business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society. This will allow them to progress to further education such as A-Level business and/or have a better understanding into the vocational course they will move on to.

	Foci	Assessment	Knowledge Organiser
Autumn Term	<p>Topic 1.1 Spotting a business opportunity/ What is a business?</p> <ul style="list-style-type: none"> To be able to state what a business does. <p>Why new business ideas come about:</p> <ul style="list-style-type: none"> changes in technology changes in what consumers want products and services becoming obsolete. How new business ideas come about: original ideas adapting existing products/services/ideas. 	<ol style="list-style-type: none"> Midway through the topic MCQ test End of topic test that includes a range of question types i.e. MCQ, 2 marks, 3 marks and 6 marks. 	<p>1.1 Spotting a business opportunity Knowledge Organiser</p> <p>Year 10</p>
Autumn Term	<p>Topic 1.2 Showing enterprise/What is enterprise?</p> <ul style="list-style-type: none"> To be able to state at least four features of being enterprising. To understand the difference between a good and a service. To understand how mind maps can be used by entrepreneurs to spot opportunities. <p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> what customer needs are: price, quality, choice, convenience the importance of identifying and understanding customers: generating sales, business survival. 	<ol style="list-style-type: none"> Midway through the topic MCQ test End of topic test that includes a range of question types i.e. MCQ, 2 marks, 3 marks, 6 marks and 9 marks. 	<p>1.2 Showing enterprise Knowledge organiser</p> <p>Year 10</p>



Spring Term

Topic 1.3 Putting a business idea into practice/Business objectives.

- To be able to state at least three financial and three non-financial objectives for starting up a business.

What business aims and business objectives are. Business aims and objectives when starting up:

- financial aims and objectives: survival, profit, sales, market share, financial security
- non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses.

1. Midway through the topic MCQ test
2. End of topic test that includes a range of question types i.e. MCQ, 2 marks, 3 marks, 6 marks, 9 marks and 12 marks.

1.3 Putting a business idea into practice Knowledge organiser

Year 10

Spring term

Topic 1.4 Making the start-up effective/ Customer focus and marketing mix.

- To understand that a focus on the needs of the customer is essential to business success.
- To recognise the main elements of the marketing mix.
- To be able to identify key elements of the marketing mix in different contexts.

The concept of limited liability:

- limited and unlimited liability
- the implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups:
 - sole trader, partnership, private limited company
 - the advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation:
 - the advantages and disadvantages of franchising.

1. Midway through the topic MCQ test
2. End of topic test that includes a range of question types i.e. MCQ, 2 marks, 3 marks, 6 marks, 9 marks and 12 marks.

1.4 Making the start-up effective Knowledge organiser

Year 10



Summer Term

Topic 1.5 Understanding the economic context/ Demand and supply.

- To understand that a market is made up of buyers and sellers.
- To understand that the price of a good is determined by the interaction of demand and supply.
- To recognise that a shortage will lead to a rise in price and a surplus to a fall in price.
- To be able to recognise the difference between a goods market and a commodity market.
- To appreciate that changes in commodity prices can affect small businesses.

Who business stakeholders are and their different objectives:

- shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government.

Stakeholders and businesses:

- how stakeholders are affected by business activity
- how stakeholders impact business activity
- possible conflicts between stakeholder groups.

1. Midway through the topic MCQ test
2. End of topic test that includes a range of question types i.e. MCQ, 2 marks, 3 marks, 6 marks, 9 marks and 12 marks.

**1.5 Understanding the economic context
Knowledge organiser
Year 10**