

	<p>Intent: The Pearson Edexcel Level 1/Level 2 GCSE (9-1) in Business (1BS0) specification is structured into two themes, taking students from how entrepreneurs start businesses (Theme 1) through to growing and global businesses (Theme 2). There are two equally weighted exam papers, focusing on each specification theme. In Yr10 students study theme 1 which concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In this theme, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. Students will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these interdependencies and relationships underpin business decisions. A range of exam technique skills will be developed throughout each topic with repeated practice, starting with shorter 2 and 3 mark responses, building to 12 mark answers. Answers will be fully scaffolded to start with and students will be shown examples of successful responses to help them build towards writing their own structured responses. Assessments in Year 10 are completed at the end of each topic (6-8 week intervals) to allow students to develop their exam technique accurately. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work.</p>				
<p>GCSE Business Studies</p>					
<p>Year 10</p>	<p>Theme 1: Investigating small business</p>				
<p>Knowledge (facts, information, concepts and key terminology)</p>	<p>Topic 1.1 Enterprise and entrepreneurship (Sept to Oct)</p> <p>To include: The dynamic nature of business, risk and reward and the role of business enterprise</p>	<p>Topic 1.2 Spotting a business opportunity (Nov to Dec)</p> <p>To include: Customer needs, market research, market segmentation and the competitive environment</p>	<p>Topic 1.3 Putting a business idea into practice (Jan to Feb)</p> <p>To include: Business aims and objectives, business revenues, costs and profits, cash and cash-flow, and sources of business finance</p>	<p>Topic 1.4 Making the business effective (Feb to Mar)</p> <p>To include: The options for start-up and small businesses, business location, the marketing mix and business plans</p>	<p>Topic 1.5 Understanding external influences on business (Mar to May)</p> <p>To include: Business stakeholders, technology and business, legislation and business, the economy and business and external influences</p>
<p>Understanding (ability to connect and synthesise knowledge within a context)</p>	<p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship</p>	<p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition</p>	<p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. Students will develop an understanding of key financial concepts including profit and loss, cash flow and financial objectives.</p>	<p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>	<p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences</p>
<p>Skills (successful application of knowledge and understanding to a specific task)</p>	<p>Students will be able to;</p> <ul style="list-style-type: none"> Identify, State, Explain, Analyse, Evaluate Calculate Demonstrate knowledge and understanding of business concepts and issues Apply knowledge and understanding of business concepts and issues to a variety of contexts Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions 				
<p>Formal Assessments (those done by all/vast majority of the cohort)</p>	<ul style="list-style-type: none"> Written assessments at end of each of the 5 topics consisting of questions from previous Edexcel GCSE Business Studies examinations. Each paper will be between 4—50 marks. 1 to 9 grading given. Mock Assessment completed in 05 based upon a full Theme 1 previous Edexcel GCSE Business Studies examination. Final examination for Theme 1 takes place at the end of Yr11. 				
<p>By the end of the year students on course for at least a grade 4/5 will be able to:</p>					
<ul style="list-style-type: none"> Recall, select and apply sound knowledge and understanding of key business concepts Present information clearly and with some accuracy, using a range of terminology Apply mostly relevant knowledge, understanding and skills in a range of situations to plan and carry out investigations and tasks, reviewing their solutions, and working safely 			<ul style="list-style-type: none"> Review evidence available, analysing and evaluating some information clearly and making some basic adaptations to their methods Make judgements and draw appropriate conclusions Create material which reflects effective planning, development and evaluation and an ability to demonstrate sound practical skills. 		