

Reflection Room

Online curriculum

Year: 10

Subject: GCSE Business

WB	Lesson	Key content	Online lesson link
6 th January	What is the lesson topic/title?	What is the student going to learn?	Provide a link to an online resource for the student
12 th January	Theme 1.4.1 The options for start up and small businesses	<p>The concept of limited liability:</p> <ul style="list-style-type: none"> • limited and unlimited liability • the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> • sole trader, partnership, private limited company • the advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> • the advantages and disadvantages of franchising. 	GCSE Business - Edexcel - BBC Bitesize
19 th January	1.4.2 Business location	<p>Factors influencing business location:</p> <ul style="list-style-type: none"> • proximity to: market, labour, materials and competitors • nature of the business activity • the impact of the internet on location decisions: e-commerce and/or fixed premises. 	GCSE Business - Edexcel - BBC Bitesize
26 th January	1.4.3 The marketing mix	<p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> • balancing the marketing mix based on the competitive environment • the impact of changing consumer needs on the marketing mix • the impact of technology on the marketing mix: e-commerce, digital communication. 	GCSE Business - Edexcel - BBC Bitesize
02 nd February	1.4.4 Business plans	<p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> • to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> • the role and importance of a business plan in minimising risk and obtaining finance. 	GCSE Business - Edexcel - BBC Bitesize
09 th February			
16 th February	Half-term		
23 rd February	1.5.1 Business stakeholders	<p>Who business stakeholders are and their different objectives:</p> <ul style="list-style-type: none"> • shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> • how stakeholders are affected by business activity • how stakeholders impact business activity • possible conflicts between stakeholder groups. 	GCSE Business - Edexcel - BBC Bitesize
02 nd March	1.5.2 Technology and business	<p>Different types of technology used by business:</p> <ul style="list-style-type: none"> • e-commerce • social media • digital communication • payment systems. 	GCSE Business - Edexcel - BBC Bitesize

		<p>How technology influences business activity in terms of:</p> <ul style="list-style-type: none"> • sales • costs • marketing mix. 	
09 th March	1.5.3 Legislation and business	<p>The purpose of legislation:</p> <ul style="list-style-type: none"> • principles of consumer law: quality and consumer rights • principles of employment law: recruitment, pay, discrimination and health and safety. <p>The impact of legislation on businesses:</p> <ul style="list-style-type: none"> • cost • consequences of meeting and not meeting these obligations. 	GCSE Business - Edexcel - BBC Bitesize
16 th March	1.5.4 The economy and business	<p>The impact of the economic climate on businesses:</p> <ul style="list-style-type: none"> • unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. 	GCSE Business - Edexcel - BBC Bitesize
23 rd March	1.5.5 External influences	<p>The importance of external influences on business:</p> <ul style="list-style-type: none"> • possible responses by the business to changes in: technology, legislation, the economic climate. 	GCSE Business - Edexcel - BBC Bitesize
30 th March	Easter		