**Holy Family Catholic School – Faculty of Technology & Business**
**GCSE Business (Pearson Edexcel) – Year 10 Autumn Term 1**

| Lesson / Week | Learning Intention | Vocab | Concept | Retrieval | Success Criteria | Hinge Question / Red Zone |
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| Week 1 - Lesson 1 | Can I understand dynamic nature of business?<br><br>Students should be able to explain the idea and apply it to a business example. | Enterprise; entrepreneur; risk; reward; customer needs<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Investigating Small Business<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall needs and wants and reasons businesses exist.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can explain why new business ideas arise; identify risks/rewards; apply to a small business. | Hinge: Why might changing customer needs create a business opportunity?<br><br>Red Zone: Exam question: Explain one reason why understanding the dynamic nature of business is important to a business. (3 marks) |
| Week 1 - Lesson 2 | Can I identify and explain business opportunities?<br><br>Students should be able to explain the idea and apply it to a business example. | Opportunity; market gap; innovation; competition; added value<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Enterprise and entrepreneurship<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve risks and rewards of enterprise.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can identify a market gap; explain how an entrepreneur responds; explain added value. | Hinge: Which is the best example of a market gap and why?<br><br>Red Zone: Exam question: Explain one reason why identifying and explaining business opportunities is important to a business. (3 marks) |
| Week 1 - Lesson 3 | Can I understand customer needs?<br><br>Students should be able to explain the idea and apply it to a business example. | Price; quality; choice; convenience; service<br><br>Know the meaning of each key word and use | Theme 1: Spotting a business opportunity<br><br>Focus: understand the business idea, why it matters | Recall needs versus wants.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore. | Hinge: How could poor customer service affect a new business?<br><br>Red Zone: Exam question: Explain one reason why understanding customer needs is important to a business. (3 marks) |

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| | | it correctly in an exam answer. | and how it can affect business decisions. | | • I can identify customer needs; explain why they matter; apply them to a business context. | |
| Week 2 - Lesson 1 | Can I understand market research?<br><br>Students should be able to explain the idea and apply it to a business example. | Primary; secondary; qualitative; quantitative; sample<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Market research<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall customer needs and market gaps.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can distinguish primary/secondary research; qualitative/quantitative data; explain benefits and drawbacks. | Hinge: A start-up has £500 for research. Which method should it use and why?<br><br>Red Zone: Exam question: Explain one reason why understanding market research is important to a business. (3 marks) |
| Week 2 - Lesson 2 | Can I use market research data to make decisions?<br><br>Students should be able to explain the idea and apply it to a business example. | Data; trend; average; percentage; interpretation<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Market research<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve primary and secondary research.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can interpret simple data; calculate percentages; use evidence to make a business recommendation. | Hinge: What does the data suggest the business should change?<br><br>Red Zone: Exam question: Explain one reason why using market research data to make decisions is important to a business. (3 marks) |
| Week 3 - Lesson 1 | Can I understand market segmentation?<br><br>Students should be able to explain the idea and apply it to a business example. | Segment; demographic; geographic; income; lifestyle<br><br>Know the meaning of each key word and use | Theme 1: Market segmentation<br><br>Focus: understand the business idea, why it matters and how it can | Recall why businesses conduct market research.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore. | Hinge: Why would a business target a specific customer segment?<br><br>Red Zone: Exam question: Explain one reason why understanding market segmentation is important to a business. (3 marks) |

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| | | it correctly in an exam answer. | affect business decisions. | | • I can define segmentation; identify ways to segment; explain benefits of targeting customers. | |
| Week 3 - Lesson 2 | Can I understand competitive markets?<br><br>Students should be able to explain the idea and apply it to a business example. | Competitor; competition; differentiation; price; quality<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Competitive environment<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve segmentation and customer needs.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can identify competitors; explain how competition affects decisions; suggest ways to differentiate. | Hinge: How might a new competitor affect price and quality?<br><br>Red Zone: Exam question: Explain one reason why understanding competitive markets is important to a business. (3 marks) |
| Week 3 - Lesson 3 | Can I understand aims and objectives?<br><br>Students should be able to explain the idea and apply it to a business example. | Aim; objective; survival; profit; sales; market share<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Putting a business idea into practice<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall risks/rewards and customer needs.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can identify common objectives; explain why objectives differ; apply objectives to start-ups. | Hinge: Why might survival be more important than profit for a new business?<br><br>Red Zone: Exam question: Explain one reason why understanding aims and objectives is important to a business. (3 marks) |
| Week 4 - Lesson 1 | Can I calculate revenue, costs and profit?<br><br>Students should be able to explain the idea and apply it to a business example. | Revenue; fixed cost; variable cost; total cost; profit; loss<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Business revenues, costs and profits<br><br>Focus: understand the business idea, why it matters and how it can | Retrieve objectives and basic arithmetic.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can calculate revenue, | Hinge: A business sells 200 units at £8 with £1,100 total costs. What is profit?<br><br>Red Zone: Exam question: Explain one way that calculating revenue, costs and profit could affect a business. (3 marks) |

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| | | | affect business decisions. | | total costs and profit/loss; interpret the result. | |
| Week 4 - Lesson 2 | Can I understand break-even?<br><br>Students should be able to explain the idea and apply it to a business example. | Break-even; contribution; margin of safety; fixed costs<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Break-even<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall revenue, costs and profit formulae.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can explain break-even; calculate contribution and break-even; interpret margin of safety. | Hinge: Why is a lower break-even output useful to a start-up?<br><br>Red Zone: Exam question: Explain one way that understanding break-even could affect a business. (3 marks) |
| Week 5 - Lesson 1 | Can I understand cash and cash flow?<br><br>Students should be able to explain the idea and apply it to a business example. | Cash inflow; cash outflow; net cash flow; opening balance; closing balance<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Cash and cash flow<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve profit and break-even.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can distinguish cash from profit; calculate net cash flow and closing balance; identify cash-flow problems. | Hinge: Can a profitable business run out of cash? Explain.<br><br>Red Zone: Exam question: Explain one way that understanding cash and cash flow could affect a business. (3 marks) |
| Week 5 - Lesson 2 | Can I understand sources of business finance?<br><br>Students should be able to explain the idea and apply it to a business example. | Personal savings; loan; overdraft; crowdfunding; retained profit<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Sources of finance<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall cash-flow problems and business objectives.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can identify internal/external finance; explain | Hinge: Which source is most suitable for a new small business needing £5,000?<br><br>Red Zone: Exam question: Explain one reason why understanding sources of business finance is important to a business. (3 marks) |

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| | | | | | advantages/disadvantages; select suitable finance. | |
| Week 5 - Lesson 3 | Can I understand business ownership?<br><br>Students should be able to explain the idea and apply it to a business example. | Sole trader; partnership; limited liability; private limited company<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Business ownership<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve sources of finance.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can compare sole traders, partnerships and Ltd companies; explain limited liability; recommend ownership. | Hinge: Why might a growing sole trader become a private limited company?<br><br>Red Zone: Exam question: Explain one reason why understanding business ownership is important to a business. (3 marks) |
| Week 6 - Lesson 1 | Can I understand business location?<br><br>Students should be able to explain the idea and apply it to a business example. | Location; rent; footfall; competition; labour; transport<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Business location<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall ownership and customer segments.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can identify location factors; explain how location affects costs and sales; recommend a location. | Hinge: Which factor matters most for a takeaway business?<br><br>Red Zone: Exam question: Explain one reason why understanding business location is important to a business. (3 marks) |
| Week 6 - Lesson 2 | Can I understand the marketing mix?<br><br>Students should be able to explain the idea and apply it to a business example. | Product; price; promotion; place; marketing mix<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Making the business effective<br><br>Focus: understand the business idea, why it matters and how it can | Retrieve customer needs, segmentation and competition.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can define the 4Ps; explain how they work | Hinge: What happens if a premium product uses a very low price?<br><br>Red Zone: Exam question: Explain one reason why understanding the marketing mix is important to a business. (3 marks) |

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| | | | affect business decisions. | | together; apply a marketing mix to a small business. | |
| Week 7 - Lesson 1 | Can I understand how technology affects small businesses?<br><br>Students should be able to explain the idea and apply it to a business example. | E-commerce; social media; digital payment; website; technology<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: External influences<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Recall marketing mix and competitive environment.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can explain benefits/risks of technology; analyse effects on costs, customers and competition. | Hinge: How can social media help a small business compete?<br><br>Red Zone: Exam question: Explain one reason why understanding how technology affects small businesses is important to a business. (3 marks) |
| Week 7 - Lesson 2 | Can I understand external influences on business?<br><br>Students should be able to explain the idea and apply it to a business example. | Legislation; economy; interest rate; unemployment; consumer income<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: External influences<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve technology and business objectives.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can explain how legislation/economic changes affect small businesses; apply impacts to context. | Hinge: How could higher interest rates affect a small business with a loan?<br><br>Red Zone: Exam question: Explain one reason why understanding external influences on business is important to a business. (3 marks) |
| Week 7 - Lesson 3 | Can I apply Theme 1 knowledge to Edexcel exam questions?<br><br>Students should be able to explain the idea and apply it to a business example. | Context; analyse; justify; BLT; judgement<br><br>Know the meaning of each key word and use it correctly in an exam answer. | Theme 1: Synoptic review<br><br>Focus: understand the business idea, why it matters and how it can affect business decisions. | Retrieve key Theme 1 concepts and calculations.<br><br>Quick recall: define one key term and give one business example from the previous lesson. | I can:<br>• define the main key terms.<br>• explain the topic in simple business language.<br>• apply my answer to a business or case study.<br>• develop a clear BLT chain: Because → Leads to → Therefore.<br>• I can answer 2-, 3-, 6-, 9- and 12-mark style questions; | Hinge: Which answer is better: a generic explanation or one linked to the case study? Why?<br><br>Red Zone: Exam question: Explain one reason why applying theme 1 knowledge to edexcel exam questions is important to a business. (3 marks) |

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| | | | | | use context; build logical chains; make justified judgements. | |