



Autumn Learning Journey for Y10 Business



How does this unit link to prior learning?

Builds from KS3 enterprise and maths; money management and decision making topics.

What will you be learning about?

Enterprise, risk, entrepreneurs, customer needs, market research, segmentation and competition.

How does this link to the wider curriculum?

Links to maths (data), Decision making - Democracy and Individual Liberty (British Values) for entrepreneurship.

We will develop our learning each week by focusing on:

1. Dynamic nature of business Explain why new business ideas arise; describe original and adapted ideas; link changes in technology and consumer wants to opportunities.	RAG	7. Market research data Distinguish qualitative and quantitative data; explain the role of social media in research; assess reliability of research data.	RAG
2. Risk and reward Identify risks and rewards of starting a business; assess how risk and reward affect business activity.		8. Segmentation & mapping Identify segmentation methods; explain how businesses use segmentation; interpret market maps to find gaps and competition.	
3. Role of entrepreneur Explain the purpose of business activity; describe how entrepreneurs organise resources, make decisions and take risks; explain adding value.		9. Competition Assess strengths and weaknesses of competitors; explain how competition affects business decisions.	
4. 1.1 Learning Mat/ Consolidation		10 1.1 Learning Mat/ Consolidation	
5. Customer needs Identify customer needs including price, quality, choice and convenience; explain why understanding customers supports sales and survival.		11. 1.1. & 1.2 Revision Revise the full topic using interleaved retrieval, command-word practice and exam technique.	
6. Market research methods Explain the purpose of market research; compare primary and secondary methods; assess how research reduces risk and informs decisions.		12. 1.1 & 1.2 Assessment / CTG Demonstrate understanding of 1.2 Spotting a Business Opportunity through GCSE-style questions; review feedback and identify improvement priorities.	

Key vocabulary

Enterprise	Entrepreneur	Risk	Reward	Market Research			
Segmentation	Competition	Aims	Objectives	Market Map			

How will this help you in the future?

KS4 Demonstrate knowledge and understanding of how to start a new business. Reasons for business development – Paper 1	Beyond LHS Careers in Business Administration, produce development. Level 3 BTEC/T-Level/A-Level Business. Entrepreneurship – developing your own business
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