

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Hinge Question	Red Zone
Week 1 – Lesson 1 To introduce the topic of Spotting a Business Opportunity and define market segmentation.	Market segmentation, Target market, Customer needs, Market research	Spotting a Business Opportunity Understanding how businesses divide markets to meet customer needs.	Recall examples of customer needs and wants.	Define market segmentation and explain its importance to businesses.	What is market segmentation, and why might a business choose to segment its market?	Identify different market segments for a chosen product.
Week 1 – Lesson 2 To understand the purpose and use of market mapping.	Market map, Market gap, Competitor analysis, Differentiation	Spotting a Business Opportunity Businesses use market mapping to identify gaps and position their products.	Recap the importance of understanding competition.	Explain what a market map is and how it helps identify opportunities.	How can a market map help a business identify a gap in the market?	Draw a market map for a product and identify possible gaps.
Week 2 – Lesson 1 To explore how businesses analyse competition and identify advantages and disadvantages.	Competition, Competitive advantage, Market position	Competition and Customer Needs Understanding how competition affects business	Review examples of competing brands in the same market.	Identify competitive strengths and weaknesses of different businesses.	Why is it important for a business to understand its competitors?	Compare two competing businesses and analyse what gives each an advantage.

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Subject - Business

Autumn Half-Term 2 Year 10

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		strategy and performance.				
Week 2 – Lesson 2 To understand how businesses identify and meet customer needs.	Customer needs, Product features, Customer service, Quality	Competition and Customer Needs How businesses design products and services around customer expectations.	Recall how businesses use feedback to improve products.	Explain how businesses meet changing customer needs effectively.	How can a business ensure it is meeting customer needs effectively?	Evaluate how a business has adapted to meet customer demands.
Week 2 – Lesson 3 To introduce the topic of Putting a Business Idea into Practice and explore business aims and objectives.	Business aims, Objectives, SMART targets, Profit	Competition and Customer Needs How businesses set goals to measure progress and success.	Recap the reasons businesses are started.	Define business aims and SMART objectives with examples.	What makes a business aim SMART?	Write SMART objectives for a small business idea.

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Week 3 – Lesson 1 To explore the importance of financial objectives in business planning	Financial objectives, Revenue, Costs, Profit, Loss	Financial Objectives Financial goals help businesses measure and manage success.	Recall how profit is calculated.	Explain how financial objectives guide decision-making.	Why are financial objectives important when starting a business?	Identify financial objectives for a startup business.
Week 3 – Lesson 2 To continue to explore the importance of financial objectives in business planning	Financial objectives, Revenue, Costs, Profit, Loss	Financial Objectives Financial goals help businesses measure and manage success.	Recall how profit is calculated.	To continue to explain how financial objectives guide decision-making.	How can setting financial objectives help a business make better decisions?	Identify and fully explain financial objectives for a business.
Week 4 – Lesson 1 To understand how businesses calculate revenue, costs, and profit.	Revenue, Fixed cost, Variable cost, Total cost, Profit	Revenue, Costs, and Profit Calculating and interpreting key financial figures	Review examples of basic business transactions.	Calculate revenue, total cost, and profit from data.	If a business sells 100 units at £5 each and has total costs of £300, what is its profit?	Complete exercises calculating revenue, cost, and profit.

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Week 4 – Lesson 2 To understand and fully explain how businesses calculate revenue, costs, and profit.	Revenue, Fixed cost, Variable cost, Total cost, Profit	Revenue, Costs, and Profit Calculating and interpreting key financial figures	Review examples of basic business transactions.	Calculate revenue, total cost, and profit from data.	How do changes in fixed or variable costs affect a business's profit?	Complete exercises calculating revenue, cost, and profit and explain their impact on the business.
Week 4 – Lesson 3 To explore the concept of cash flow and its importance to business survival.	Cash inflow, Cash outflow, Cash flow forecast, Liquidity	Revenue, Costs, and Profit Cash flow as a tool for managing day-to-day finances.	Recap the difference between profit and cash.	Explain what cash flow is and why it is important for business survival.	Why might a profitable business still struggle with cash flow?	Create a simple cash flow forecast for a small business.
Week 5 – Lesson 1 To learn how to interpret and analyse cash flow forecasts.	Cash inflows, Cash outflows, Net cash flow, Opening balance, Closing balance	Cash Flow and Finance Analysing cash flow data to identify problems and solutions.	Review a sample cash flow forecast.	Identify cash flow problems and suggest ways to improve them.	What does a negative closing balance in a cash flow forecast suggest?	Analyse a given forecast and recommend improvements.

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Week 5 – Lesson 2 To explore different sources of finance available to businesses.	Source of finance, Loan, Overdraft, Venture capital, Trade credit	Cash Flow and Finance Different financing options for startups and established businesses.	Recall previous examples of business funding.	Explain the advantages and disadvantages of different sources of finance.	Which source of finance would be most suitable for a business needing short-term cash flow support?	Match sources of finance to given business situations.
Week 6 – Lesson 1 To understand break-even analysis and how it helps in decision-making.	Break-even point, Fixed costs, Variable costs, Contribution per unit	Break-even and Margin of Safety Calculating and interpreting break-even point using data.	Review cost and revenue calculations.	Calculate and interpret the break-even point for a business.	What does it mean when a business reaches its break-even point?	Calculate break-even point and draw a break-even chart.
Week 6 – Lesson 2 To understand the concept of margin of safety.	Margin of safety, Sales volume, Break-even output	Break-even and Margin of Safety Margin of safety shows how much sales can fall before losses occur.	Recap break-even analysis formula.	Define and calculate the margin of safety from data.	If a business sells 500 units and its break-even output is 400, what is its margin of safety?	Calculate margin of safety and explain what it shows about risk.

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Week 7 – Lesson 1 To consolidate learning on financial planning and analysis	Revenue, Costs, Profit, Break-even, Margin of safety	Financial Planning Reinforcing financial calculation skills and their business importance.	Review previous financial concepts.	Accurately calculate and interpret key financial metrics.	How can calculating break-even and margin of safety help a business plan for the future?	Complete a full financial scenario task including revenue, costs, and break-even.
Week 7 – Lesson 2 To review Spotting a Business Opportunity and Putting a Business Idea into Practice.	Market segmentation, Competition, Finance, Break-even	Spotting a Business Opportunity Bringing together marketing and financial planning knowledge.	Review all key learning points from both topics.	Summarise and apply both marketing and financial planning knowledge to a business case.	How do marketing and financial planning work together to support a successful business idea?	Create a summary mind map linking business opportunity and financial planning.