

Subject	Year 10 Business content – Autumn Term	How to support students' learning
Investigating small business	<ul style="list-style-type: none"> • Enterprise and entrepreneurship • The dynamic nature of business • Risk and reward • The role of business enterprise • Spotting a business opportunity • Customer needs • Market research • Market segmentation • The competitive environment • Putting a business idea into practice • Business aims and objectives 	<ul style="list-style-type: none"> • Support your child with their homework in learning key terms and formulas for their regular class tests – these will include multiple choice questions, calculations, definitions, and explanations of key terms. • Talk about Business at home around the topics that are being studied. If you hear something on the news/radio about entrepreneurs or a new business opening in the area, ask them how they could link it to small businesses. • Read – newspapers, magazines, news articles online, autobiographies of famous entrepreneurs. There are plenty of resources in the school and public library. • Watch <i>The Apprentice</i> on BBC – this gives an insight into a variety of business topics; <i>Dragon's Den</i> is highly recommended as students get an insight on business planning and financial planning. • A wealth of resources including videos and end of topic quizzes: GCSE Business - Edexcel - BBC Bitesize Seneca - Learn 2x Faster (senecalearning.com)