

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Curriculum Content	<p><u>Topic 1.1 Enterprise and Entrepreneurship</u></p> <p><u>Component 1.1.1 The Dynamic of Businesses</u></p> <p><i>Students will investigate why new business ideas come about and how new business ideas can come from these opportunities. They will look specifically into new technology, product becoming obsolete and changing customer needs. This will be applied to new businesses.</i></p> <p>Composite 1: identify why new business ideas come about. Analyse how changes in technology help create new business opportunities. Analyse how social media creates new business opportunities.</p> <p>Composite 2: identify the final two ways new business opportunities come about. Analyse the theory behind new business ideas by applying our knowledge to case study questioning. Evaluate how new business ideas come about.</p> <p><u>Component 1.1.2 Risks and Rewards</u></p> <p><i>Students will look into the impact of risk and reward on business activity. Profit, Success and Independence will be studied and groups will be required to be able to discuss the benefits of each. Alongside this students will also look at Failure, Financial Risk and Security as business risks.</i></p> <p>Composite 1: identify what is meant by the key terms risk and rewards. Analyse the different risks and rewards facing entrepreneurs. Evaluate knowledge of risks and rewards.</p>	<p><u>Topic 1.3 Putting a Business Idea into Practice</u></p> <p><u>Component 1.3.1 Business Aims and Objectives</u></p> <p><i>Students will learn about what business aims and objectives are and the different aims and objectives new companies set when starting up. They will be taught why aims and objectives differ between businesses and the reasons for this. Students will be expected to be able to read text/case study and using information provided suggest appropriate aims for that business based on their current circumstances.</i></p> <p>Composite 1: identify the difference between an aim and an objective. Analyse the importance of setting objectives for a business. Evaluate knowledge and study the impact SMART objectives can have on a business.</p> <p>Composite 2: identify the difference between financial and non-financial aims and objectives. Evaluate knowledge of aims and objectives.</p> <p><u>Component 1.3.2 Business Revenues, Costs and Profits</u></p> <p><i>Students will learn about Revenue, Costs, Profits, understanding the definition and formulas for each. They will be expected to analyse a business's financial information and using their results make key assumptions about their profitability and future aims. Additional to this they will also learn about Break Even and the importance of this for new businesses in a competitive market place. Interest and Margin of Safety will conclude the unit and students will finish being able to calculate and use all the above topics to analyse a business's performance and position in the market place. Some</i></p>	<p><u>Topic 1.4 Making the Business Effective</u></p> <p><u>Component 1.4.1 The options for Start-up and Small Businesses</u></p> <p><i>Students will study the concept of unlimited and limited liability along with advantages and disadvantages this has for a business owner. They will look into the different types of business ownership for start-ups and the benefits and drawbacks each ownership has for the entrepreneur. Sole Trader, Partnerships and Limited Companies will be taught. Once this has been completed students will be taught about franchising and how this supports an entrepreneur when running or even starting their own venture. Benefits and drawbacks for this style of ownership will be studied for both the franchisee and franchisor.</i></p> <p>Composite 1: identify what is meant by the term sole trader. Analyse the concept of unlimited liability. Evaluate knowledge of sole traders.</p> <p>Composite 2: identify what is meant by the key term partnership. Analyse the benefits and drawbacks of running a partnership. Evaluate knowledge of partnerships.</p> <p>Composite 3: identify what is meant by the term private limited company. Analyse the benefits and drawbacks of running a private limited company.</p> <p>Composite 4: identify what is meant by the term franchise. Analyse the benefits and drawbacks of running a franchise. Evaluate knowledge of franchises.</p> <p>Composite 5: apply our knowledge of franchising to real life business examples.</p> <p>Composite 6: identify the benefits of starting a franchise for the franchisor. Evaluate knowledge of franchises using real life business example.</p> <p><u>Component 1.4.2 Business Location</u></p> <p><i>Students will investigate the factors influencing a business location. They will look at competition, cost,</i></p>	<p><u>Topic 1.5 Understanding External Influences on Business</u></p> <p><u>Component 1.5.1 Business Stakeholders</u></p> <p><i>Students will learn about stakeholders and the different stakeholders that are affected by businesses. They will further their understanding by investigating the different objectives each group has for a business and how this can lead to conflict amongst groups.</i></p> <p>Composite 1: identify what is meant by the term stakeholder. Analyse different stakeholder objectives for a business. Analyse the difference between primary and secondary stakeholders.</p> <p>Composite 2: identify the objective of shareholders. Analyse the impact of different business decisions on different stakeholder groups.</p> <p><u>Component 1.5.2 Technology and Business</u></p> <p><i>Students will study the different types of technology that can be used by a business and how they impact productivity, cost and performance. Through this they will identify how technology has an impact on the businesses activities and allows them to develop their competitiveness within a market.</i></p> <p>Composite 1: identify the influences different types of technology can have on a business. Apply our knowledge of different technologies to exam style cases studies.</p> <p><u>Component 1.5.3 Legislation and business</u></p> <p><i>Students will study the laws and legislations that affect a business for example – recruitment law, discrimination and health and safety. They will look at the advantages and disadvantages of following these laws</i></p>	<p>Begin Unit 2 (Year 11) Content</p> <p>The final term will give students chance to begin their study of Unit 2 which will be completed in year 11.</p> <p>It is likely that the first Unit (Unit 2.1) will be completed by the end of Summer 2.</p> <p><u>Topic 2.1 Growing the Business</u></p> <p><u>Component: 2.1.1 Business Growth</u></p> <p>Students will learn about the different methods of business growth and their impact on a company. These include – Internal Growth and External Growth. Students will also investigate the different types of business ownership for growing businesses and analyse the impacts of running a Public Limited Company. Finally, Sources of finance for growing and established businesses will be taught so students have a clear understanding of how businesses can finance their expansion.</p> <p>Composite 1: identify what is meant by Organic and Inorganic Growth and evaluate knowledge of Business Growth.</p> <p>Composite 2: Identify the advantages and disadvantages of Internal Growth and investigate the different methods of External Growth. Evaluate knowledge of External Growth</p> <p>Composite 3: Identify what is meant by the term Economies of Scale and apply knowledge of Business Growth to exam based questioning.</p> <p>Composite 4: Identify what is meant by the term Public Limited Company and</p>	<p>Continue Unit 2 (Year 11) Content</p> <p>The final term will give students chance to begin their study of Unit 2 which will be completed in year 11.</p> <p>It is likely that the first Unit (Unit 2.1) will be completed by the end of Summer 2.</p>

Component 1.1.3 The Role of Business Enterprise

Students will research the role of business enterprise and the purpose of business activity. After having a clear understanding of the purpose of business students will analyse the role of entrepreneurship and what it takes to run a new company.

Composite 1: identify what is meant by the term business activity. Analyse the first two purposes of business activity. Evaluate the impacts of failing to meet customer needs.

Composite 2: identify what is meant by the term adding value. Analyse the different ways a business can add value to a product. Investigate the final method of adding value (USP) and evaluate knowledge.

Composite 3: identify the role of the individual entrepreneur. Analyse the different roles an individual entrepreneur has to undertake. Evaluate knowledge of the final role of individual entrepreneurs – risk taking.

Topic 1.2 Spotting a Business Opportunity

Component 1.2.1 Customer Needs

Students will identify and understand customer needs and how this can impact operations and a firm's competitive advantage.

Composite 1: identify the theory behind customer needs. Analyse the first two needs of customers. Analyse the remaining two customer needs.

Component 1.2.2 Market Research

Students will look into the purpose of market research and investigate why it is important for a new business to research their market to help understand – customer needs, competitors, gaps in the market and trends. Methods of market research will also be taught and students will

knowledge of simple Break-Even charts will also be needed and students will be expected to Interpret these diagrams.

Composite 1: identify what is meant by the key term revenue. Identify what is meant by costs (fixed and variable). Evaluate knowledge of revenue and costs.

Composite 2: identify what is meant by the key term profit. Apply knowledge of profit to exam style questioning. Evaluate knowledge of revenue, costs and profit.

Composite 3: review our knowledge of profit and loss. Evaluate knowledge of profit and loss.

Composite 4: identify what is meant by the term interest. Apply knowledge of break-even to exam style questioning. Evaluate knowledge of break-even.

Composite 5: identify how to create a break-even chart. Apply knowledge of break-even chart to analysis questions.

Composite 6: recap knowledge of break-even charts. Analyse how businesses calculate margin of safety. Evaluate knowledge of break-even and margin of safety.

Composite 7: identify how changes in revenues and costs can impact break-even. Apply knowledge to practice exam question. Evaluate knowledge of costs, revenues and profit.

Component 1.3.3 Cash and Cash Flow

Students will learn about the importance of cash to a business and the different inflows and outflows that a business needs to monitor. Calculation and interpretation of cash-flow forecasts will also be taught and students will not only be expected to learn how to calculate net cash flow but also be expected to analyse their finding to make assumptions about the business's performance.

Composite 1: identify the meaning of cash flow. Analyse the importance of cash within a business and look into the different methods businesses' can use to improve cash flow.

Composite 2: identify the concept of cash flow. Apply knowledge to a cash flow forecast. Evaluate knowledge of cash flow forecasts.

Composite 3: apply knowledge of cash flow to a full exam style case study. Evaluate results to analyse the impact net cash flow can have on a business.

Composite 4: study the layout of an example exam question. Evaluate

technology and customers when making their decisions about which location is appropriate for different types of business.

Composite 1: identify what is meant by the term business location. Analyse the different factors affecting a business's location.

Composite 2: evaluate knowledge of location using practice exam questions.

Component 1.4.3 The Marketing Mix

The marketing mix will be studied in detail and students will be taught about each element – product, price, place, promotion – and why all are important for developing an effective marketing campaign. They will investigate how each of the elements of the marketing mix work together and when changes are made to one another is affected. Students will be expected to analyse this at the end and discuss how changes that are made can impact a business's overall strategy.

Composite 1: identify what is meant by the term – the marketing mix. Analyse each of the four elements that make up the marketing mix. Evaluate understanding of the marketing mix using real world business examples.

Composite 2: identify what is meant by the term product differentiation. Analyse different business scenarios to identify how their marketing mix could be improved / adapted.

Component 1.4.4 Business Plans

The unit will finish with students researching the role and importance of a business plan along with what needs to be included in an effective plan. The purpose of planning business activity will be taught and students will be expected to know, discuss and analyse the advantages / disadvantages to business planning.

Composite 1: identify what is meant by the term business plan. Analyse the importance of planning for a business and why it is important to create a plan. .

and how the legislation can affect their reputation, costs and customer loyalty.

Composite 1: identify what is meant by the term legislation. Analyse the principles of consumer law. Evaluate knowledge of the principles of employment law.

Composite 2: Evaluate knowledge of legislation and business using exam style questions.

Component 1.5.4 The economy and business

Students will study what is meant by the economy and how the economic climate can affect a business. They will study recession, boom, slowdown etc. and how sales, customers and competition is affected during each of these periods.

Composite 1: identify what is meant by the economy and economic climate. Analyse the different impacts the economy can have on a unemployment. Analyse the different impacts the economy can have on consumer spending.

Composite 2: identify what is meant by the term inflation. Apply knowledge of inflation to exam style questioning.

Composite 3: identify what is meant by the term interest rates. Apply knowledge of interest rates to questioning. Evaluate knowledge of interest rates.

Composite 4: Identify what is meant by the term government tax. Apply knowledge of tax and investigate the different taxes that are paid to the government. Evaluate knowledge of government taxation.

Composite 5: Identify what is meant by the term exchange rate. Apply knowledge of exchange rates to questioning. Evaluate knowledge of exchange rates and develop higher level thinking.

Component 1.5.5 External Influences

To finish unit 1 students will investigate how influences such as competition and the economy can impact a business's performance and profit.

Composite 1: identify what how changes in technology can impact businesses. Analyse how changes in legislation and economic climate affect businesses. Evaluate knowledge of external influences.

apply knowledge of PLC and Ltd to exam questioning.

Composite 5: Identify what is meant by the term Multinational Businesses and apply knowledge of Business Growth/Multinationals to exam questioning

Composite 6: Identify the different Internal and External Sources of Finance and Evaluate knowledge of the benefits / drawbacks of each.

Component 2.1.2 Changes in

Business Aims and Objectives Students will investigate why business aims and objectives change as businesses evolve and grow and the reasons for this.

Composite 1: identify why Aims and Objectives might change as a business grows and then investigate the different Factors Affecting Business Objectives. Evaluate knowledge of Aims & Objectives

Component 2.1.3 Business and Globalisation

The impact of globalisation on businesses will be studied and students will research the restrictions barriers to internal trade have on an expanding company. They will also look into how businesses compete internationally and the advantages / disadvantages of this.

Composite 1: identify what is meant by the term Globalisation. Apply our knowledge of Globalisation to Growing Businesses and then evaluate learning with exam based question.

Composite 2: identify the different Barriers to International Trade. Apply knowledge to exam questioning.

Component 2.1.4 Ethics, the Environment and Business

Students will finish the unit looking into the impact of ethical and environmental considerations on businesses. They will determine the advantages / disadvantages of

	<p>be expected to know the advantages / disadvantages of each method. Finally, students will be expected to learn the use of data in market research in helping to make business decisions.</p> <p>Composite 1: identify what is meant by the term market research. Analyse the different methods of market research. Evaluate knowledge of the different primary research methods.</p> <p>Composite 2: identify the advantages and disadvantages for the two different market research methods. Analyse the different secondary research methods. Evaluate knowledge of market research.</p> <p>Composite 3: identify what is meant by qualitative and quantitative data. Analyse the advantages and disadvantages of qualitative and quantitative data. Evaluate knowledge of market research.</p> <p>Composite 4: analyse the role of social media when collecting market research. Evaluate our knowledge of market research unit.</p> <p>Component 1.2.3 Market Segmentation</p> <p>This unit looks into how businesses use market segmentation to target customers and the importance of understanding each group and their needs to help develop an effective marketing / advertising campaign.</p> <p>Composite 1: identify what is meant by the term market segmentation. Apply knowledge of market segmentation grouping to real world marketing campaigns.</p> <p>Composite 2: identify the different groups a business can segment their target market into. Apply knowledge to real world examples and evaluate the importance of marketing segmentation.</p>	<p>knowledge of cash flow by applying skills learnt to exam style question.</p> <p>Component 1.3.4 Sources of Business Finance</p> <p><i>Students will investigate different Sources of finance for a start-up or established small business. They will be expected to suggest and justify different financial options for growth for both new and developed companies.</i></p> <p>Composite 1: identify what is meant by the term short-term and long-term source of finance. Apply our knowledge of finance and evaluate knowledge of the different sources of finance.</p> <p>Composite 2: identify the benefits and drawbacks of a bank loan. Evaluate knowledge of sources of finance by applying learning to an exam style case study.</p>			<p>operating in this way and how it can impact a business if they ignore ethics.</p> <p>Composite 1: identify what is meant by the term Business Ethics. Apply our knowledge of Ethics to different Stakeholder Groups and evaluate knowledge of Trade-Offs.</p> <p>Composite 2: identify how Environmental Considerations influence Business Activity. Investigate the influence of Pressure Groups and evaluate knowledge of Ethics and the Environment</p>	
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	<p>Composite 3: identify what is meant by the term gap in the market. Analyse the concept market mapping. Analyse the use of a market map to identify gaps in the market.</p> <p>Component 1.2.4 The Competitive Environment</p> <p>Students will learn about the importance of understanding the competitive environment and how competitors can affect a business's – sales, prices, profits, expansion. Students will learn about the impact of competitor pricing and how this can influence their own pricing strategies.</p> <p>Composite 1: identify the different types of competitors in a market. Analyse the affect competition can have on a business. Evaluate knowledge of competition and analyse competitor's strengths and weaknesses.</p> <p>Composite 2: identify the key groups when looking at a business's strengths and weaknesses. Analyse the SWOT analysis tool. Evaluate knowledge and apply it to real world business examples.</p>					
<p>Prior knowledge and skills (from previous year / key stage)</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions.</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions</p>	<p>Students will build on their understanding of small businesses which they studied in KS3. Additional to this pupils are also required to have a basic understanding of maths (subtraction, additional, division etc.) which will be needed for Unit 3 and be able to develop written responses to questions</p>
<p>Assessment Objectives</p>	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p>	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p>	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p>	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p>	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p>	<p>Throughout the term there will be regular monitoring of questions completed in class and homework's</p>

	<ul style="list-style-type: none"> Identify how new business ideas come about and the different methods used to develop a business's product/service Analyse the risks and rewards of starting a new business and the impact this can have on an entrepreneur. Investigate the role of business enterprise and the purpose / aims of businesses Research the different customer needs and the importance of understanding a business's market. Analyse the importance of market research for new businesses and the different methods available for businesses when collecting accurate data. Identify the role a business's target market has in its promotional strategy and research the different segments these groups can be split into. <p>Evaluate the importance of understanding competition and how competing companies can impact price, sales and survival.</p>	<ul style="list-style-type: none"> Identify the different aims and objectives a new business can set Investigate the importance of calculating revenue and costs when determining a business's overall profit and performance. Identify the different inflows and outflows of running a company and apply this to a cash flow forecast to help determine business performance. Evaluate the benefits of drawbacks of the different sources of finance available to new and growing businesses. 	<ul style="list-style-type: none"> Identify the different start up options for an entrepreneur starting a new enterprise and analyse the benefits and drawbacks of each. Investigate the importance of location when developing a competitive advantage in the marketplace. Analyse the four sections of the marketing mix and identify how they contribute to a successful marketing strategy. Develop our knowledge of business planning and the impact this can have on a business's survival. 	<ul style="list-style-type: none"> Investigate the different stakeholder groups that can affect a business's operations and determine the objectives of each group. Analyse the impact of technology on business and how this has affected / changed the marketplace. Evaluate the importance of legislation on a business and understand the benefits / drawbacks of following these laws. Identify how different economic factors can have a direct impact on business performance. 	<ul style="list-style-type: none"> Identify the different methods a business can use to grow and the impact globalisation has had on these expansion methods. Analyse the change in a business's aims and objectives as they grow into new markets both at home and abroad. Investigate the effect globalisation has had on worldwide markets. Evaluate the importance of ethics and environmental sustainability when operating a growing business. 	
<p>Vocabulary / Key Subject Terminology</p>	<p>Market Research Revenue Good/Service Cash Flow Revenue Ethics Stakeholder Market Share Obsolete Product / Service</p> <p>Focus Group Target Market Market Segmentation Marketing Map SWOT Analysis</p>	<p>Market Share Profit Social Objectives Aim Objective Financial Non-Financial Break-Even Credit Overheads Insolvent Trade Credit Overdraft</p> <p>Cheque Assets Capital Retained</p>	<p>Unlimited Liability Limited Liability Sole Trader Incorporated Partnership Private Limited Company Shareholders Franchise Franchisor Franchisee Labour Demographics Marketing Mix</p> <p>Business Plan</p>	<p>Stakeholders Ethics Conflict Legislation Discrimination Globalisation Gross Profit</p>	<p>Merger Takeover Innovation E-Commerce Public Limited Company Asset Stock Exchange Market Share Retrenchment Organisational Structure Globalisation Imports Exports Tariff Trading Bloc Ethics Stakeholder Trade-off Profit Margin Boycott Pressure Group</p>	

Assessment 1	Mid-Point Assessment	Mid-Point Assessment	Mid-Point Assessment	Mid-Point Assessment	Mid-Point Assessment	
Assessment 2	GCSE Exam Question Assessment at the end of unit covering all topics studied in this section		GCSE Exam Question Assessment at the end of unit covering all topics studied in this section		GCSE Exam Question Assessment at the end of unit covering all topics studied in this section	
Cross Curricular Links with other Faculties	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Sentence Stems (studied in year 10) - Key structural features of the different forms (studied in year 10) - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences. <p>Links with Food Tech:</p> <p>Food technology – <u>service</u> for hospitality is studied in year 10.</p>	<p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates - Ordering and rounding decimals, ratio and proportion with decimals. (studied in year 9) - Expanding brackets, rearranging and factorising equations. - Linear sequences including the nth term. Straight line graphs. (studied in year 9) - Use scale factors, scale diagrams and maps (studied in year 8) – break even charts <p>Links with PHSE</p> <ul style="list-style-type: none"> - Focus – Careers; The Professions – law, medicine, accountancy etc. - Outcome – Pupils understand the variety of professional careers available to them; pupils understand what is required (links with the financial topic and possible career paths). 	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Sentence Stems (studied in year 10) - Key structural features of the different forms (studied in year 10) - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences. <p>Links with PHSE</p> <p>Outcome – Pupils understand self-employment as a career option; pupils understand the basics of setting themselves up as a business or self-employed.</p>	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Sentence Stems (studied in year 10) - Key structural features of the different forms (studied in year 10) - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences. <p>Links with Computing:</p> <p>Strong links to Computing as students learn about key stakeholders in Computing. Stakeholder is taught in Computing during the previous half-term.</p>	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences. - English – links to Oliver Twist as they consider ethical behaviours in the book. - Humanities – students study ethics in RS in Year 9 Au1, Sp1, Su1 when studying peace, euthanasia, and view of religion. - Science – students study animal testing and ethical considerations in Year 9 Au1. - RS – students learn about the 3 Abrahamic faiths in RS and will learn about charity in these faiths. - PHSE - Focus – “Rights”; The Universal Declaration of Human Rights (UDHR) - Outcome – Pupils understand the term “rights”; pupils are introduced to the Universal Declaration of Human Rights and discuss why they are important. (Year 8 – ethics) 	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences.

Knowledge Organiser content	Revision guides for all units given to students at the start of the year	Revision guides for all units given to students at the start of the year	Revision guides for all units given to students at the start of the year	Revision guides for all units given to students at the start of the year	Revision guides for all units given to students at the start of the year	Revision guides for all units given to students at the start of the year
Extra-Curricular Offer	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up

Business Studies / Year 11



Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Curriculum Content	<p>Topic 2.1 Growing the Business</p> <p>Topic 2.2 Making Marketing Decisions</p> <p><u>Component: 2.1.1 Business Growth</u></p> <p>Students will learn about the different methods of business growth and their impact on a company. These include – Internal Growth and External Growth. Students will also</p>	<p>Topic 2.2 Making Marketing Decisions</p> <p>Topic 2.3 Making operational Decisions</p> <p>Topic 2.4 Making Financial Decisions</p> <p>Topic 2.5 Making Human Resource Decisions</p> <p><u>Component 2.2.4 Place</u></p> <p>Students will investigate the different methods of distribution</p>	<p><u>Importance Note</u> - End of Unit Assessments and Mock Exam dates have been removed due to date changes which will occur throughout the year</p> <p>- During their year 11 studies students will complete:</p> <p>- Two mock exam past papers (one before Christmas and one after</p> <p>- Four in class assessments (which will consist of content covered in unit 2.1 – 2.5)</p> <p>- These have been excluded from both the Curriculum Map and Medium-Term Plan as dates</p>	<p><u>GCSE Exam Preparation Revision</u></p> <p>For the remainder of the academic year students will revise all content from Unit 1 and Unit 2.</p> <p>Each week students will complete one full paper from either Unit 1 or Unit 2.</p> <p>The lesson will be delivered as follows:</p> <p><u>Exam Paper (first 30 marks) (Lesson One)</u></p> <ul style="list-style-type: none"> 30 Minutes Silent Work (complete section A) 	<p><u>GCSE Exam Preparation Revision</u></p> <p>For the remainder of the academic year students will revise all content from Unit 1 and Unit 2.</p> <p>Each week students will complete one full paper from either Unit 1 or Unit 2.</p> <p>The lesson will be delivered as follows:</p> <p><u>Exam Paper (first 30 marks) (Lesson One)</u></p> <ul style="list-style-type: none"> 30 Minutes Silent Work (complete section A) 	<p>Revision</p> <p>This time will be spent going through past papers, creating revision resources and going through any gap's students have in their knowledge</p>

investigate the different types of business ownership for growing businesses and analyse the impacts of running a Public Limited Company. Finally, Sources of finance for growing and established businesses will be taught so students have a clear understanding of how businesses can finance their expansion.

Composite 1: identify what is meant by Organic and Inorganic Growth and evaluate knowledge of Business Growth.

Composite 2: Identify the advantages and disadvantages of Internal Growth and investigate the different methods of External Growth. Evaluate knowledge of External Growth

Composite 3: Identify what is meant by the term Economies of Scale and apply knowledge of Business Growth to exam based questioning.

Composite 4: Identify what is meant by the term Public Limited Company and apply knowledge of PLC and Ltd to exam questioning.

Composite 5: Identify what is meant by the term Multinational Businesses and apply knowledge of Business Growth/Multinationals to exam questioning

Composite 6: Identify the different Internal and External Sources of Finance and Evaluate knowledge of the benefits / drawbacks of each.

Component 2.1.2 Changes in

Business Aims and Objectives Students will investigate why business aims and objectives change as businesses evolve and grow and the reasons for this.

Composite 1: identify why Aims and Objectives might change as a business grows and then investigate the different Factors Affecting Business Objectives. Evaluate knowledge of Aims & Objectives

Component 2.1.3 Business and Globalisation

Composite 1: identify what is meant by the term Channels of Distribution. Investigate the different advantages and disadvantages of Retailing and E-Tailing. Evaluate knowledge.

Component 2.2.5 Using the Marketing mix to make Business Decisions

Groups will learn how each element of the marketing mix can influence other elements (4 P's) and what this can mean for businesses decisions. They will also look at using the marketing mix to build competitive advantage and how the marketing mix can be integrated to influence a firm's competitive advantage

Composite 1: identify what is meant by Integrated Marketing Mix

Component 2.3.1 Business Operations

Students will look at the purpose of business operations and the different production process a business can choose from when developing their products along with the advantages / disadvantages this incurs. They will also look into the different Impacts of technology on production

Composite 1: identify what is meant by the term Business Operations. Investigate the different Production Processes and evaluate knowledge.

Composite 2: Investigate the impact of Technology on Production. Evaluate knowledge of Production Processes

Component 2.3.2 Working with Suppliers

Stock management will be taught and students will be required to identify the advantages / disadvantages of different methods on growing businesses,

regularly change but notice will be given when these assessments need to be delivered.

- Each assessment will take around two lesson. One lesson for the delivery of the assessment and one lesson for students to receive feedback on their work.

This has been added as it is likely once these exams have been arranged, delivered, and fed back to the student's week dates may change as each assessment will take up approximately two lessons. It is expected that with the inclusion of examinations Unit 2 will run to around **week 17** (mid-way through Spring 1 Term)

GCSE Exam Preparation Revision

For the remainder of the academic year students will revise all content from Unit 1 and Unit 2.

Each week students will complete one full paper from either Unit 1 or Unit 2.

The lesson will be delivered as follows:

Exam Paper (first 30 marks) (Lesson One)

- 30 Minutes Silent Work (complete section A)
- Go through examiners mark scheme and self-assess work

Exam Paper (Second 30 marks) (Lesson two)

- 30 Minutes Silent Work (complete section B)
- Go through examiners mark scheme and self-assess work

Exam Paper (Final 30 marks) (Lesson Three)

- Go through examiners mark scheme and self-assess work

Exam Paper (Second 30 marks) (Lesson two)

- 30 Minutes Silent Work (complete section B)
- Go through examiners mark scheme and self-assess work

Exam Paper (Final 30 marks) (Lesson Three)

- 30 Minutes Silent Work (complete section C)
- Go through examiners mark scheme and self-assess work

Through doing this students will likely complete 3 (or 4) examination papers from Unit1 and 3 (or 4) examination papers from Unit 2 along with the all the examiners answers. Through doing this they will be able to apply their knowledge and then review (each lesson) how they can improve and what examiners expect from each style of question.

- Go through examiners mark scheme and self-assess work

Exam Paper (Second 30 marks) (Lesson two)

- 30 Minutes Silent Work (complete section B)
- Go through examiners mark scheme and self-assess work

Exam Paper (Final 30 marks) (Lesson Three)

- 30 Minutes Silent Work (complete section C)
- Go through examiners mark scheme and self-assess work

Through doing this students will likely complete 3 (or 4) examination papers from Unit1 and 3 (or 4) examination papers from Unit 2 along with the all the examiners answers. Through doing this they will be able to apply their knowledge and then review (each lesson) how they can improve and what examiners expect from each style of question.

	<p>The impact of globalisation on businesses will be studied and students will research the restrictions barriers to internal trade have on an expanding company. They will also look into how businesses compete internationally and the advantages / disadvantages of this.</p> <p>Composite 1: identify what is meant by the term Globalisation. Apply our knowledge of Globalisation to Growing Businesses and then evaluate learning with exam based question.</p> <p>Composite 2: identify the different Barriers to International Trade. Apply knowledge to exam questioning.</p> <p><u>Component 2.1.4 Ethics, the Environment and Business</u></p> <p>Students will finish the unit looking into the impact of ethical and environmental considerations on businesses. They will determine the advantages / disadvantages of operating in this way and how it can impact a business if they ignore ethics.</p> <p>Composite 1: identify what is meant by the term Business Ethics. Apply our knowledge of Ethics to different Stakeholder Groups and evaluate knowledge of Trade-Offs.</p> <p>Composite 2: identify how Environmental Considerations influence Business Activity. Investigate the influence of Pressure Groups and evaluate knowledge of Ethics and the Environment</p> <p><u>2.2.1 Product</u></p> <p>This unit will focus on developing a marketing strategy and begin by looking into the design mix. After students will investigate the product life cycle and what happens at each of the different stages. They will</p>	<p>customers and profits. The unit will finish looking into the role of procurement</p> <p>Composite 1: identify what is meant by the term Procurement. Apply our knowledge of Procurement to practice exam paper questions. Investigate Stock Management and the different stock levels.</p> <p><u>Component 2.3.3 Managing Quality</u></p> <p>Groups will investigate the concept of quality and its importance it has on a business's costs, reputation and customer loyalty.</p> <p>Composite 1: identify what is meant by the term Quality. Investigate the importance of Quality to a business. Evaluate knowledge of Quality Control and Quality Assurance.</p> <p>Composite 2: Review the use of Quality Assurance on a successfully operating business. Evaluate knowledge of Quality Control using exam questioning.</p> <p><u>Component 2.3.4 The Sales Process</u></p> <p>This unit will focus on the five stages of the sales process and the importance to businesses of providing good customer service for all businesses.</p> <p>Composite 1: identify why Customer Service is important. Apply our understanding The Sales Process to questioning.</p> <p><u>Component 2.4.1 Business Calculations</u></p> <p>Students will learn how to calculate a business's gross profit & net profit along with their gross profit margin and net profit margin. Additional to this average rate of return will also be studied so students can learn how to calculate the return on a business's investment.</p>	<ul style="list-style-type: none"> • 30 Minutes Silent Work (complete section C) • Go through examiners mark scheme and self-assess work <p>Through doing this students will likely complete 3 (or 4) examination papers from Unit1 and 3 (or 4) examination papers from Unit 2 along with the all the examiners answers. Through doing this they will be able to apply their knowledge and then review (each lesson) how they can improve and what examiners expect from each style of question.</p>			
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finish looking into the importance to a business of differentiating a product/service from their competitors.

Composite 1: identify how the Design Mix contributes to a successful product. Investigate the importance of the Product Life Cycle to Businesses.

Composite 2: identify the different Extension Strategies a Business can use for their product. Evaluate knowledge of Product.

2.2.2 Price

Pricing strategies and the influences on pricing strategies will be taught. Students will investigate how technology, competition, market segments, product life cycle all have an impact on a business's price and how it is set.

Composite 1: identify the impact Price has on a product / service. Investigate the different Pricing Strategies a business can use and the different factors affecting price. Evaluate knowledge of Price.

2.2.3 Promotion

Students will look at the appropriate promotional strategies a business can choose from for different market segments. They will research the use of technology in promotion and how it has helped a business develop their promotion campaign.

Composite 1: identify the different Promotional Strategies a business can use. Apply knowledge of the different Promotional Strategies a business can use to questioning. Evaluate knowledge.

Composite 2: identify the importance of Branding for a business. Analyse the impact of Technology when Promoting a product / service. Business.

Composite 1: identify what is meant by Gross Profit Margin. Investigate how Net Profit is calculated. Evaluate knowledge of Gross & Net Profit.

Composite 2: Evaluate knowledge of Gross & Net Profit. Identify what is meant by the term Gross Profit Margin and evaluate knowledge of Gross Profit Margin.

Composite 3: Identify what is meant by Net Profit Margin. Apply knowledge of Net Profit Margin to exam based questioning.

Composite 4: Identify what is meant by Average Rate of Return. Apply our knowledge of Average Rate of Return to questioning. Evaluate knowledge of Average Rate of Return.

Component 2.4.2 Understanding Business Performance

Students will use and interpret quantitative business data to support, inform and justify business decision. They will also look at the limitations of financial information.

Composite 1: identify possible exam questions that could be used to analyse Business Performance. Investigate Business Performance Charts to identify what additional data could be used to support understanding of Performance.

Component 2.5.1 Organisational Structures

Students will look at the different organisational structures and when each are appropriate. They will analyse the advantages and disadvantages to all these methods. Alongside this the importance of effective communication will be taught and how communicate can be affected by different organisational structures and the impact this has on the different ways of working.

Composite 1: identify what is meant by the terms Organisational Charts, Chain of Command, Span of Control. Apply

knowledge of Organisational Structure to case study questioning. Evaluate the different Organisational Structures.
Composite 2: identify what is meant by the terms Delayering and Empowerment. Apply knowledge of Organisational Structures to questioning. Evaluate knowledge of Organisational Structures.
Composite 3: identify why Communication is important for businesses and the different Barriers to Communication a business might face. Investigate the different ways of working a business can adopt.

Component 2.5.2 Effective Recruitment

Students will learn about the different job roles and responsibilities within growing businesses and how to effectively recruit people for different job roles.

Composite 1: identify the different Job Roles and Responsibilities within a business. Investigate the different recruitment methods a business can use to find staff and evaluate knowledge of the different Recruitment Methods.

Component 2.5.3 Effective Training and Development

Student will learn how businesses train and develop employees and why it is important for a company train and develop employees (the effect on productivity, customer relations, reputation etc.)

Composite 1: identify the different ways of training staff. Evaluate knowledge of Training and Developing staff using exam paper questions.

Component 2.5.4 Motivation

Students will learn about the importance of motivation in the workplace and the different ways a business can motivate their employees. They will also study the advantages and disadvantages to each method.

		<p>Composite 1: identify the different ways a business can motivate their employees. Investigate the different methods a business can use to motivate their employees. Evaluate knowledge of the different Financial methods of motivation.</p> <p>Composite 2: identify the different Non-Financial methods a business can use to motivate staff. Evaluate knowledge of motivation using past paper questions.</p>				
Prior knowledge and skills (from previous year / key stage)	Students will develop their understanding of running a business from year 10 and begin to look at how managing a larger business differs. Many of the theories and concepts studied during unit 1 will be revised and researched in greater detailed.	Students will develop their understanding of running a business from year 10 and begin to look at how managing a larger business differs. Many of the theories and concepts studied during unit 1 will be revised and researched in greater detailed.	Students will revise topics cover in Unit 1 and Unit 2 of the Business Studies Edexcel 9-1 Specification.	Students will revise topics cover in Unit 1 and Unit 2 of the Business Studies Edexcel 9-1 Specification.	Students will revise topics cover in Unit 1 and Unit 2 of the Business Studies Edexcel 9-1 Specification.	Students will revise topics cover in Unit 1 and Unit 2 of the Business Studies Edexcel 9-1 Specification.
Assessment Objectives	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p> <ul style="list-style-type: none"> Identify the different methods a business can use to grow and the impact globalisation has had on these expansion methods. Analyse the change in a business's aims and objectives as they grow into new markets both at home and abroad. Investigate the effect globalisation has had on worldwide markets. Evaluate the importance of ethics and environmental 	<p>Students complete a practice exam paper after each topic to assess their understanding. The paper consists of questions from previous years' exam papers which relate to the topic studied during the term. Throughout the term there will also be regular monitoring of questions completed in class and homework's.</p> <ul style="list-style-type: none"> Identify the different channels of distribution available for business and be able to suggest suitable methods for each type of business ownership. Analyse the different elements of the marketing mix and how changing key aspects can affect the overall effectiveness of a marketing strategy. Identify the different production methods available to small and large business and analyse the benefits / 	Students complete exam papers for Unit 1 and Unit 2 content.	Students complete exam papers for Unit 1 and Unit 2 content.	Students complete exam papers for Unit 1 and Unit 2 content.	Students complete exam papers for Unit 1 and Unit 2 content.

	<p>sustainability when operating a growing business.</p> <ul style="list-style-type: none"> Analyse the different stages of the product life cycle and the methods a business can use to extend the life of a product/service. Research the different pricing strategies available to growing businesses and the impact this can have on both sales and their competitiveness Evaluate the importance of promotion when growing businesses and be able to effectively identify the correct promotional method dependent on the market, business and customer. 	<p>drawbacks of each approach.</p> <ul style="list-style-type: none"> Analyse the different stock control methods available to businesses and be able to effectively read / review stock control graphs. Understand the importance of quality when developing a loyal customer base and competitive advantage. Review the five sections of the sales process Be able to calculate and review gross & net profit / profit margin and be able to analyse a business's performance based on the results given. Identify the different organisational structures and analyse the benefits and drawbacks of each method. Understand how to advertise a job role effectively and the different stages involved in the recruitment process. Evaluate the different training methods available to small and large firms and the impact each of these has on employee motivation and productivity 				
<p>Vocabulary / Key Subject Terminology</p>	<p>Merger Takeover Innovation E-Commerce Public Limited Company Asset Stock Exchange Market Share Retrenchment Organisational Structure Globalisation Imports Exports</p>	<p>Marketing Mix Aesthetics Product Portfolio Economies of Scale Unique Selling Point Mass Market Niche Market Pressure Group M-Commerce Patent Automation Profit Margin Economies of Scale</p>	<p>All key terms from Unit 1.1 and Unit 1.2 <i>(Please see Year 11 Curriculum Map and Year 10 Curriculum Map for full list)</i></p>	<p>All key terms from Unit 1.1 and Unit 1.2 <i>(Please see Year 11 Curriculum Map and Year 10 Curriculum Map for full list)</i></p>	<p>All key terms from Unit 1.1 and Unit 1.2 <i>(Please see Year 11 Curriculum Map and Year 10 Curriculum Map for full list)</i></p>	<p>All key terms from Unit 1.1 and Unit 1.2 <i>(Please see Year 11 Curriculum Map and Year 10 Curriculum Map for full list)</i></p>

	Tariff Trading Bloc Ethics Stakeholder Trade-off Profit Margin Boycott Pressure Group	Procurement Variable Cost Fixed Cost Lead Time Quality Competitive Advantage E-Tailing Retailing Quantitative Qualitative Differentiate Gross Profit Net Profit Profit Margin Performance Demographics Span of Control Centralised Decentralised Accountability Jargon Freelancer Directors Formal Training Informal Training Productivity				
Assessment 1	Mid-Point Assessment	Mid-Point Assessment	GCSE Assessment	GCSE Assessment	GCSE Assessment	N/A
Assessment 2	GCSE Exam Question Assessment at the end of unit covering all topics studied in this section		GCSE Exam Question Assessment		GCSE Exam Question Assessment	
Cross Curricular Links with other Faculties	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing – Point, Evidence, Explain, Evaluate used to create a good answer. - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain 	<p>Links with English:</p> <ul style="list-style-type: none"> - Some extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this 	<p>Links with English:</p> <ul style="list-style-type: none"> - Extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this 	<p>Links with English:</p> <ul style="list-style-type: none"> - Extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this 	<p>Links with English:</p> <ul style="list-style-type: none"> - Extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this 	<p>Links with English:</p> <ul style="list-style-type: none"> - Extended writing Point, Evidence, Explain, Evaluate - Students need to be able to analyse questioning, linking their answers to a text. They will also be required to give justification for their answers and be able to explain the impact certain decisions have on businesses. They will be expected to explain this through well-constructed sentences.

	<p>decisions have on businesses. They will be expected to explain this through well-constructed sentences.</p> <ul style="list-style-type: none"> - English – links to Oliver Twist as they consider ethical behaviours in the book. - Humanities – students study ethics in RS in Year 9 Au1, Sp1, Su1 when studying peace, euthanasia, and view of religion. - Science – students study animal testing and ethical considerations in Year 9 Au1. - RS – students learn about the 3 Abrahamic faiths in RS and will learn about charity in these faiths. - PHSE - Focus – “Rights”; The Universal Declaration of Human Rights (UDHR) - Outcome – Pupils understand the term “rights”; pupils are introduced to the Universal Declaration of Human Rights and discuss why they are important. (Year 8 – ethics) 	<p>through well-constructed sentences.</p> <p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates <p>Maths – students learn about tally charts and graphs in year 7 Au2 (displaying and interpreting data).</p> <p>Maths – financial resilience week Year 7 Su2 and Year 8 Su2.</p> <p>Maths – students learn about graphs in year 9 Au2.</p> <p>Links with PHSE</p> <ul style="list-style-type: none"> - Focus – Careers; The Professions – law, medicine, accountancy etc. - Outcome – Pupils understand the variety of professional careers available to them; pupils understand what is required (links with the financial topic and possible career paths). - Focus – Finding and applying for jobs - Outcome – Pupils understand where to look to find jobs; pupils understand the job application (Recruitment) 	<p>through well-constructed sentences.</p> <p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates 	<p>through well-constructed sentences.</p> <p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates 	<p>through well-constructed sentences.</p> <p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates 	<p>Links with Maths:</p> <ul style="list-style-type: none"> - Calculations - Multiplication - Division - Subtraction - Calculating Percentages - Exchange Rates
<p>Knowledge Organiser content</p>	<p>Revision guides for all units given to students at the start of the year</p>	<p>Revision guides for all units given to students at the start of the year</p>	<p>Revision guides for all units given to students at the start of the year</p>	<p>Revision guides for all units given to students at the start of the year</p>	<p>Revision guides for all units given to students at the start of the year</p>	<p>Revision guides for all units given to students at the start of the year</p>

Extra-Curricular Offer	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up	Saturday School Revision Club (Selected Saturdays) Lunchtime Revision Catch Up
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