

What are the aims and intentions of this curriculum?

The aim of our Year 10 Curriculum in Business Studies is to develop and deepen the knowledge and understanding of students in business. It includes coherent and rigorous content which will enable students to understand more about the business world. This also enables students to develop as commercially minded and enterprising individuals who think critically. They will be able to draw on business information and evidence to develop arguments and make justified decisions. The business curriculum aims to motivate and challenge students, and prepare them to make informed decisions about further study and career pathways.

Term	Topics	Knowledge and key terms	Skills developed	Assessment
Autumn 1	3.3.1 Production processes 3.3.2 The role of procurement	Methods of production: <ul style="list-style-type: none"> • job • flow. Efficiency in production: <ul style="list-style-type: none"> • lean production • just in time (JIT). Managing stock: <ul style="list-style-type: none"> • Just in time (JIT) • Just in case (JIC). Factors affecting choice of suppliers including: <ul style="list-style-type: none"> • price • quality • reliability. The effects of procurement and logistics on a business: <ul style="list-style-type: none"> • efficiency • lower unit costs. <p style="text-align: center;">The value of effective supply chain management</p>	Use business terminology to identify and explain business activity. Apply business concepts to familiar and unfamiliar contexts. Develop problem solving and decision making skills relevant to business. Investigate, analyse and evaluate business opportunities and issues. PSHE <ul style="list-style-type: none"> • Production might be made more efficient by the use of lean production techniques. (Respectful relationships, including friendships) Links to careers • business owner, manager, business operations manager, inventory control manager • Work experience with Springpod 	Case study questions: <ul style="list-style-type: none"> ○ JIT & JIC ○ Supply Chain Management pg. 139. ○ Procurement- Pg.147 Worksheets and Short answer questions pg. 139, 146 MCQs
Autumn 2	3.3.3 The concept of quality	<ul style="list-style-type: none"> • Consequences of quality issues 	Apply business concepts to familiar and	Case study questions:

Spring 1	<p>3.3.4 Good customer services</p>	<ul style="list-style-type: none"> • Methods of maintaining consistent quality • Costs and benefits of maintaining quality: • Methods of good service: • Benefits of good customer service, • Dangers of poor customer service, • The ways in which advances in ICT have • allowed customer services to develop 	<p>unfamiliar contexts.</p> <p>Develop problem solving and decision making skills relevant to business.</p> <p>Investigate, analyse and evaluate business opportunities and issues.</p> <p>PSHE</p> <ul style="list-style-type: none"> • Customers have expectations of quality in terms of the production of goods and the provision of services. (Respectful relationships, including friendships) <p>Links to careers</p> <ul style="list-style-type: none"> • business owner, manager, business operations manager, quality manager • Bank of England Museum Trip 	<ul style="list-style-type: none"> ○ Quality pg. 152 ○ Customer service pg.159 <p>Worksheets and</p> <p>Short answer questions pgs. 152, 159</p> <p>MCQs</p> <p>End of topic test.</p>
Spring 1	<p>3.5.1 Identifying and understanding customers</p> <p>3.5.2 Segmentation</p> <p>3.5.3 The purpose and methods of market research</p>	<ul style="list-style-type: none"> • The importance of identifying and satisfying customer needs • Types of segmentation • Purpose of market research • Methods of market research • Use of market research 	<p>Apply business concepts to familiar and unfamiliar contexts.</p> <p>Develop problem solving and decision making skills relevant to business.</p> <p>Investigate, analyse and evaluate business opportunities and issues.</p> <p>PSHE</p> <ul style="list-style-type: none"> • Understand the growing importance of e-commerce and m-commerce (online and media) <p>Links to careers:</p> <ul style="list-style-type: none"> • Business owner, marketing manager, market research manager, research & development manager, sales manager, finance manager 	<p>Case study questions:</p> <ul style="list-style-type: none"> ○ Market research pg.- 216 ○ Segmentation pg. 222 <p>Worksheets and</p> <p>Short answer questions pgs. 216,222</p> <p>MCQs</p> <p>Homework to find out +/- of methods of market research</p>
Spring 2	<p>3.5.4 The elements of the marketing mix: product and price</p>	<ul style="list-style-type: none"> • Pricing methods • The factors that influence pricing decisions • Benefits and drawbacks of new product 	<p>Apply business concepts to familiar and unfamiliar contexts.</p> <p>Develop problem solving and decision making skills relevant to business.</p>	<p>Case study questions:</p> <ul style="list-style-type: none"> ○ product ○ Price pg.- 238/249

		<p>development</p> <ul style="list-style-type: none"> • Importance of product design • Product differentiation • The product life cycle • Product portfolio 	<ul style="list-style-type: none"> • Investigate, analyse and evaluate business opportunities and issues. PSHE • Factors that influence pricing decisions include costs, nature of the market, degree of competition and the product life cycle. Respectful relationships, including friendships) Links to careers • business owner, entrepreneur, innovation manager marketing manager, market research manager, research & development manager, sales manager, finance manager • Research careers related to advertising • Digital Advertisement competition 	<p>Worksheets and</p> <p>Short answer questions pgs. 237,250</p> <p>MCQs</p>
<p>Summer 1</p>	<p>3.5.4 The elements of the marketing mix: promotion and place</p>	<ul style="list-style-type: none"> • Promotional methods • Factors influencing the selection of the promotional mix • Place (the different channels of distribution used by businesses • E-commerce and m-commerce • Integrated nature of the marketing mix • Using the marketing mix to inform and implement business decisions 	<p>Use business terminology to identify and explain business activity.</p> <p>Apply business concepts to familiar and unfamiliar contexts.</p> <p>Develop problem solving and decision making skills relevant to business.</p> <p>Investigate, analyse and evaluate business opportunities and issues.</p>	<p>Case study questions:</p> <ul style="list-style-type: none"> ○ promotion ○ Place pg.- 260 <p>Worksheets and</p> <p>Short answer questions pg. 259</p> <p>MCQs</p> <p>End of topic test</p>

<p>Summer 2</p>	<p>3.1.1 The purpose and nature of businesses.</p> <p>3.1.2 Business ownership</p> <p>3.1.3 Setting business aims and objective</p>	<ul style="list-style-type: none"> • Purpose of business • Reasons for starting a business • Basic functions and types of business • Business enterprise and entrepreneurship • Dynamic nature of business • Sole traders • Partnerships • Private limited companies (Ltd) • Public limited companies (plc) • Not-for-profit organisations • What are business aims and objectives? • Role of objectives in running a business • Changing objectives • Use of objectives in judging success • Diseconomies of scale 	<p>Use business terminology to identify and explain business activity.</p> <p>Apply business concepts to familiar and unfamiliar contexts.</p> <p>Develop problem solving and decision making skills relevant to business.</p> <p>Investigate, analyse and evaluate business opportunities and issues.</p>	<p>Review of key assessment areas to build understanding</p>
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