

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	3.4.1 Organisational structures 3.4.2 Recruitment and selection of employees	<ul style="list-style-type: none"> Organisational structures Appropriateness of organisational Structures Centralisation and decentralization The need for recruitment Methods of recruitment and selection of employees Contracts of employment judging success 	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.	Case study questions: <ul style="list-style-type: none"> Organisational structures pg. 174 Recruitment and selection Pg. 188 Worksheets and Short answer questions pg. 173, 187 MCQs
Autumn 2	3.4.3 Motivating employees 3.4.4 Training	<ul style="list-style-type: none"> Importance of motivation in the workforce Methods to motivate staff Importance of training the workforce Types of training undertaken by businesses 	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.	Case study questions: <ul style="list-style-type: none"> Motivation pg. 197 Training pg. - 206 Worksheets and Short answer questions pgs. 197, 206 MCQs

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>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 development • Importance of product design • Product differentiation • The product life cycle • Product portfolio 	<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"> ○ product ○ Price pg.- 238/249 <p>Worksheets and</p> <p>Short answer questions pgs. 237,250</p> <p>MCQs</p>
Summer 1	<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 	<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>

		<ul style="list-style-type: none"> • Integrated nature of the marketing mix • Using the marketing mix to inform and implement business decisions 		End of topic test
Summer 2	<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>	Review of key assessment areas to build understanding