

SUBJECT NAME BUSINESS



ALDER
Community High School

YEAR GROUP 10

Topic – 1.1 Enterprise & Entrepreneurship		
Autumn Term 1	Composites - Identify and explain the role of entrepreneurs - Able to identify the impact of risk and reward on business activities - Be able to explain the factors that lead to the generation of new business ideas. - Be able to describe the dynamic nature of business	Key Vocabulary - Entrepreneur - Obsolete - Enterprise - Good - Service - Consumer - Dynamic
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. Mid-point MCQ test to inform planning and reteach of misconceptions also end of topic assessment.	ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Check retrieval of the knowledge using the knowledge organisers. Ensure revision is completed on the retrieval grids.	Wider reading GCSE Business - Edexcel - BBC Bitesize
	SMSC Difference between wants and needs, mention basic needs (food, water, shelter, clothes)	Careers Links HR, recruitment, Accountant, project manager



Topic -1.2 Spotting a business opportunity		
Autumn 2	Composites • Compare different types of market research • Describe how Social Media can be used for market research • Explain the need for market research • Discuss the differences between quantitative and qualitative data • Analyse how competition affects how businesses make decisions • Demonstrate how businesses map the market to find information • Explain how markets are segmented into different groups of people	Key Vocabulary • Primary/ secondary research • Social media • Market research, market share etc. • Quantitative/ qualitative • Competition • Market map • Segmentation
	Assessment AFL used throughout lessons in the form of whiteboards and code calling. Mid-point MCQ test to inform planning and reteach of misconceptions also end of topic assessment.	ILS Revision - Knowledge drop, flash cards, condense it, mind map, mnemonics
	How to help at home Use ILS strategies to ask questions on what they have studied in lesson. Check retrieval of the knowledge using the knowledge organisers. Ensure revision is completed on the retrieval grids. Use the web links to support with wider understanding	Wider reading KS3 Computer Science - BBC Bitesize
	SMSC Case studies of existing businesses.	Careers Links Financial auditor, accountant, auditors, human resources manager, market research analyst



Our curriculum overviews are currently being revised to align with recent updates to teaching sequences and assessment planning. Once published, they will outline the key composite knowledge in each topic subject. We expect to share these with parents shortly and thank you for your patience during this update.