			Year 10 Business					
Curriculum intent	The curriculum has been designed to challenge, inspire and engage all learners offering them an insight into the considerations and decision that need to be made when running your own business. They will look at the impacts of these decision and make justified recommendations about what they believe a business should do in a particular situation. The students look at all the different functional areas of a business and will learn how each of these areas must work together to make a successful business. Students will use real life case studies on a range of businesses from small sole traders to large multinationals, that will be used to support their learning and which will allow them to apply their learning to the real world.							
Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2		
Knowledge	Topic 1.1 Enterprise and entrepreneurship Learners will explore how new business ideas occur and the risks and rewards in running a business.	Topic 1.2 Spotting a Business Opportunity: Learners will explore the impact of competition upon a business, market research and market segmentation.	Topic 1.3 Putting a business idea into practice Learners will explore different business costs, how to calculate them and sources of business finance.	Topic 1.3 Putting a business idea into practice Learners will explore different business costs, how to calculate them and sources of business finance.	Topic 1.4 Making the business effective: Learners will explore different types of business ownership, the importance of location, elements of the marketing mix and the purpose and key features of a business plan.	Topic 1.4 Making the business effective: Learners will explore different types of business ownership, the importance of location, elements of the marketing mix and the purpose and key features of a business plan.		
Skills	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss	Define, State, Recall, Explain, Discuss, Analyse,	Define, State, Recall, Explain, Discuss, Analyse, Justify	Define, State, Recall, Explain, Discuss, Analyse, Justify	Define, State, Recall, Explain, Discuss, Analyse, Justify		
Assessments	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers	Written Assessment based on Past Papers		

Enrichment						
Enrichment	https://www.youtube.com/watch?v= oE04ZQ6cu3E - Understanding customer needs at Starbucks https://www.youtu	https://www.youtube.c om/watch?v=kc- W2LWIb 0 - Sole Traders, with real world examples	https://www.youtube.co m/watch?v=hX- X4Sndl2w – the importance of marketing https://www.youtube.co m/watch?v=4TYWhZ3IFh c The marketing mix of Apple	https://www.youtube.co m/watch?v=hHXlsJ2VQ7 Q - Recruitment and selection https://www.youtube.co m/watch?v=LCAAivdxVT U - Organisational Structure https://www.youtube.com/ watch?v=90Hn4Y6HLq8	https://www.theguar dian.com/money/20 21/jun/21/working- from-home-has-its- benefits-for- employers - benefits of working from home https://www.theguar	https://www.weforum.org/agenda/2020/09/short-history-jobs-automation/- the impact of automation https://www.standard.co.uk/business/uk-economy-historic-
	be.com/watch?v= k4aTPgZY37I - the journey of 6 real life entrepreneurs https://www.youtu be.com/watch?v=	https://www.youtube.c om/watch?v=u4K- IGnvama Partnerships, with real world examples	https://www.youtube.co m/watch?v=tZGol4xtY3g - The stakeholders of McDonalds	watch?v=90Hn4Y6HLg8 Financial and non financial motivation	dian.com/science/2 021/jun/03/the- empty-office-what- we-lose-when-we- work-from-home - What we loose when we work from home	recessions- a4520961.html - The UK recessions
	uQQZCvtR3WA – Market Segmentation in practice	https://www.youtube.c om/watch?v=UPggMR 28YLc – Private Limited Company, with real world examples				
	https://www.youtu be.com/watch?v= bplrEiKjnyE – Primary market research in practice	https://www.youtube.c om/watch?v=LOdI1DY Dfws – What is a franchise, with real world examples				
	https://www.youtu be.com/watch?v= K3UalQN_YXI - Secondary Market Research					