



The English Martyrs Catholic School and Sixth Form College

<u>Business Year 10</u>	<u>Module 1</u>	<u>Module 2</u>	<u>Module 3</u>
<u>Topic Theme and Intent</u>	Students study Business Activity . This topic introduces learners to business concepts and issues concerning the activities of a business. It explores the purpose and role of a business from first spotting an enterprising opportunity through to the growth of an established business.	Explore the purpose and role of Marketing within business and how it influences business activity and the decisions businesses take. In this unit students will be introduced to Marketing as a new unit - they will explore the different functions and responsibilities a person would have in a marketing dept.	Explore the purpose and role of Human Resources within business and how it influences business activity and the decisions businesses take.
<u>Knowledge</u>	<ul style="list-style-type: none"> The role of business enterprise and entrepreneurship Business planning Business ownership Business aims and objectives Stakeholders in business 	<ul style="list-style-type: none"> The role of marketing Market Research Market Segmentation The Marketing Mix 	<ul style="list-style-type: none"> The role of human resources Organisational structures Communication in business Recruitment & Selection Motivation & Retention Training & Development Employment Law
<u>Skills</u>	Students will use business terminology to identify and explain business activity. They will apply business concepts to familiar and unfamiliar contexts.	Students will develop problem-solving and decision-making skills relevant to business investigate, analyse and evaluate business opportunities and issues	Students will make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills
<u>Literacy Links</u>	<p>Reading - Reading for meaning and to develop understanding of key aspects of business.</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy-Forming opinions and articulating them through class discussions, speaking confidently and effectively</p>	<p>Reading - Apply meaning to a wide range of business contexts</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy- Speaking confidently in a range of formal and informal contexts, including classroom discussion, giving short speeches and presentations, expressing their own ideas and keeping to the point</p>	<p>Reading - Reading case studies and real-life businesses and interpreting information they are presented with to further support them with answering exam questions.</p> <p>Writing – Students write both short and long answers pieces</p> <p>Oracy- Participating in formal debates and structured discussions, summarising and/or building on what has been said.</p>
<u>Essential Vocabulary</u>	Enterprise, Entrepreneur, Risk, Reward, Business Activity, Grant, Social Enterprise, Business Plan, Finance, Aims and objectives, Limited liability, Unlimited liability, Private sector, Public sector	The Market,Wants, Needs, Product Orientation, Market Orientation, Market Research, Primary Data, Secondary Data , Quantitative Data, Qualitative Data. The Product Life Cycle, The Marketing Mix, Channel of Distribution, E-Commerce	Recruitment, Retention, Dismissal, Redundancy Motivation, Health and Safety at Work, Employment Law, Organisational Structure Chain of command, Span of control, Delegation Empowerment, Flexi – time

Disciplinary Reading

Reading for Pleasure

