

Business Studies Year 10 Long Term Plan

Rationale (with end points): The sequencing is logical and follows the Edexcel guidance and specification. We commence with 1.1 and complete taught input with 2.5. There is introduction of Business terminology introduced throughout the course and a build-up of skills, and proficiency, including analysing, evaluating, and vocabulary which come together to ensure the theoretical concepts are applied in final assessment/ exam environments.

Term	Topic	Knowledge	Skills	Reading /wider reading
Autumn term 1	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p>Topic 1.2 Spotting a business opportunity</p>	<p>Topic 1.1:</p> <ul style="list-style-type: none"> ▪ Why new business ideas come about ▪ How new business ideas come about ▪ The impact of risk and reward on business activity ▪ The role of business enterprise and the purpose of business activity ▪ The role of entrepreneurship <p>Topic 1.2:</p> <ul style="list-style-type: none"> ▪ Identifying and understanding customer needs ▪ The purpose of market research ▪ Methods of market research ▪ The use of data in market research ▪ How businesses use market segmentation to target customers ▪ Understanding the competitive environment 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 3 mark 'explain' questions 2. Answer 6 mark 'discuss' questions 	<p>How 5 Massive Companies Changed Using Market Research</p> <p>https://www.google.com/url?q=https://www.surveypolice.com/blog/how-5-massive-companies-changed-using-market-research/&sa=D&source=editors&ust=1658232187422400&usg=AOvVaw1jVNU1yeRmdqjHOFn5P6bN</p>

Autumn 2	Topic 1.3 Putting a business idea into practice	<p>Topic 1.3:</p> <ul style="list-style-type: none"> ▪ What business aims and business objectives are ▪ Business aims and objectives when starting up ▪ Why aims and objectives differ between businesses ▪ The importance of cash to a business ▪ Calculation and interpretation of cash-flow forecasts ▪ Sources of finance for a start-up or established small business 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 3 mark 'explain' questions 2. Answer 6 mark 'discuss' questions 3. Answer 2 mark calculation questions <p>Quantitative Skills; The concept and calculation of:</p> <ul style="list-style-type: none"> ● revenue ● fixed and variable costs ● total costs ● profit and loss ● interest ● break-even level of output ● margin of safety. 	<p>5 Types of Market Segmentation with Examples</p> <p>https://www.google.com/url?q=https://avada.io/resources/market-segmentation-examples.html%23%3A%3A%3DBesides%252C%2520Coca%2520Cola%2520is%2520considered.for%2520busy%2520people%2520in%2520offices&sa=D&source=editors&ust=1658232187421840&usg=AOvVaw2rxOWU5AH4yXZewmCgwj_</p>
Spring 1	Topic 1.4 Making the business effective	<p>Topic 1.4:</p> <ul style="list-style-type: none"> ▪ The concept of limited liability ▪ The types of business ownership for start-ups ▪ The option of starting up and running a franchise operation ▪ Factors influencing business location ▪ What the marketing mix is and the importance of each element 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 3 mark 'explain' questions 2. Answer 6 mark 'discuss' questions 3. Answer 2 mark 'outline' questions 4. Answer 6 mark 'analyse' questions 	<p>Supply Chain Issues</p> <p>https://www.google.com/url?q=https://www.reuters.com/world/uk/uk-gas-stations-are-running-dry-english-cities-retailers-association-says-2021-09-27/&sa=D&source=editors&ust=1658232187421052&usg=AOvVaw2E0Wb9F4QSWDizFsWg8ioG</p>

		<ul style="list-style-type: none"> How the elements of the marketing mix work together The role and importance of a business plan The purpose of planning business activity 	<p>How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	
Spring 2	Topic 1.5 Understanding external influences on business	<p>Topic 1.5:</p> <ul style="list-style-type: none"> Who business stakeholders are and their different objectives Stakeholders and businesses Different types of technology used by business How technology influences business activity The purpose of legislation The impact of legislation on businesses The impact of the economic climate on businesses The importance of external influences on business 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> Answer 3 mark 'explain' questions Answer 6 mark 'discuss' questions Answer 2 mark 'outline' questions Answer 6 mark 'analyse' questions Answer 9 mark 'justify' questions <p>How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	Why Leaders Need To Embrace Employee Motivation
Summer 1	Theme 1 Reteach	<ul style="list-style-type: none"> Topic 1.1 Topic 1.2 Topic 1.3 Topic 1.4 Topic 1.5 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> Answer 3 mark 'explain' questions Answer 6 mark 'discuss' questions Answer 2 mark 'outline' questions Answer 6 mark 'analyse' questions Answer 9 mark 'justify' questions 	<p>Employment Law</p> <p>https://www.google.com/url?q=https://www.independent.co.uk/topic/exchange-rates&sa=D&source=editors&ust=1658232187421344&usg=AOvVaw03hCG86eDA4Dd7fgrOq6vK</p>

			<p>How to use and apply case studies to questions Relate contextual knowledge from wider reading</p> <p>EXAM REVISION</p>	
<p>Summer 2</p>	<p>Topic 2.1 Growing the business</p>	<p>Topic 2.1:</p> <ul style="list-style-type: none"> ▪ Methods of business growth and their impact ▪ The types of business ownership for growing businesses ▪ Sources of finance for growing and established businesses ▪ Why business aims and objectives change as businesses evolve ▪ How business aims and objectives change as businesses evolve ▪ The impact of globalisation on businesses ▪ Barriers to international trade ▪ How businesses compete internationally ▪ The impact of ethical and environmental considerations on businesses 	<p>Knowledge Retention Extended Writing</p> <p>Exam skills where pupils will learn how to;</p> <ol style="list-style-type: none"> 1. Answer 3 mark 'explain' questions 2. Answer 6 mark 'discuss' questions 3. Answer 2 mark 'outline' questions 4. Answer 6 mark 'analyse' questions 5. Answer 9 mark 'justify' questions <p>How to use and apply case studies to questions Relate contextual knowledge from wider reading</p>	<p>Exchange Rates https://www.google.com/url?q=https://www.independent.co.uk/topic/exchange-rates&sa=D&source=editors&ust=1658232187421344&usg=AOvVaw03hCG86eDA4Dd7fgrQh6vK</p>