

## Computer Science, IT, Business and Digital Media Department

### Long-term sequencing Year 10 GCSE Business Studies

**CURRICULUM INTENT:** High quality pedagogy to develop students' knowledge and understanding of the curriculum; ensuring that students understand the place of Business Studies in society and, its cultural effects, and its spiritual relevance to the Catholic ethos; to equip students with the skills to apply knowledge and understanding to contemporary business issues in local, national and global contexts; to allow students the opportunity to develop as enterprising individuals making balanced and structured arguments; pupil ownership of their progress; providing high-quality support to close any attainment gaps.

<p><b>HALF TERM 1:</b> <b>STUDENTS MUST KNOW:</b> <b>Theme 1: Investigating small business</b> <b>Topic 1.1 Enterprise and entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• How and why new business ideas come about</li> <li>• The impact of risk and reward on business activity</li> <li>• The role of business enterprise and the purpose of business activity</li> <li>• The role of entrepreneurship</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> <b>Quick start activities focused on key terminology.</b> <b>Introduction of multiple choice and short answer questions.</b> <b>Mini test – 1.1</b></p>	<p><b>HALF TERM 2:</b> <b>STUDENTS MUST KNOW:</b> <b>Topic 1.2 Spotting a business opportunity</b></p> <ul style="list-style-type: none"> <li>• Identifying and understanding customer needs</li> <li>• The purpose of market research</li> <li>• Methods of market research</li> <li>• The use of data in market research</li> <li>• How businesses use market segmentation to target customers</li> <li>• Understanding the competitive environment</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> <b>Assessment strategies focused on application.</b> <b>Mini test – 1.2</b> <b>Learning Review Week Assessment 1</b></p>	<p><b>HALF TERM 3:</b> <b>STUDENTS MUST KNOW:</b> <b>Topic 1.3 Putting a business idea into practice</b></p> <ul style="list-style-type: none"> <li>• What business aims and business objectives are</li> <li>• Business aims and objectives when starting up</li> <li>• Why aims and objectives differ between businesses</li> <li>• The concept and calculation of financial indicators</li> <li>• Interpretation of break-even diagrams</li> <li>• The importance of cash to a business</li> <li>• Calculation and interpretation of cash-flow forecasts</li> <li>• Sources of finance for a start-up or established small business</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> <b>Use of whiteboards to assess quantitative understanding.</b> <b>Mini test – 1.3</b></p>
<p><b>HALF TERM 4:</b> <b>STUDENTS MUST KNOW:</b> <b>Topic 1.4 Making the business effective</b></p> <ul style="list-style-type: none"> <li>• The concept of limited liability</li> <li>• The types of business ownership for start-ups</li> <li>• Starting up and running a franchise operation</li> <li>• Factors influencing business location</li> <li>• Elements of the marketing mix</li> <li>• The role and importance of a business plan:</li> <li>• The purpose of planning business activity:</li> </ul> <p><b>HOW THIS WILL BE ASSESSED</b> <b>Introduction of long answer questions (6 and 9 marks).</b> <b>Mini test – 1.4</b> <b>Learning Review Week Assessment 2</b></p>	<p><b>HALF TERM 5:</b> <b>STUDENTS MUST KNOW:</b> <b>Topic 1.5 Understanding external influences on business</b></p> <ul style="list-style-type: none"> <li>• Stakeholders and their different objectives:</li> <li>• Different types of technology used by business:</li> <li>• How technology influences business activity</li> <li>• The purpose of legislation:</li> <li>• The impact of legislation on businesses:</li> <li>• The impact of the economic climate on businesses:</li> <li>• The importance of external influences on business:</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> <b>Formative assessment focused on interleaving previous themes.</b> <b>Mini test – 1.5</b> <b>Mock paper with relevant Qs &amp; visualiser walkthrough</b></p>	<p><b>HALF TERM 6:</b> <b>STUDENTS MUST KNOW:</b> <b>Theme 2: Building a business</b> <b>Topic 2.2 Making marketing decisions</b></p> <ul style="list-style-type: none"> <li>• The design mix:</li> <li>• The product life cycle:</li> <li>• The importance to a business of differentiating a product/service</li> <li>• Pricing strategies and influences on them</li> <li>• Promotion strategies</li> <li>• How each element of the marketing mix can influence other elements</li> </ul> <p><b>HOW THIS WILL BE ASSESSED:</b> <b>Mini test – 2.2</b> <b>Learning Review Week Assessment 3</b></p>

**Home Learning will consist of a combination of:**  
Independent retrieval activities including the use of worksheets, knowledge organisers, key vocabulary, past papers, exam paper walkthroughs, low stakes quizzes and the use of GCSEPod, Seneca and other digital methods of revision and retrieval.

Stuart Bathurst Catholic High School