

Year 10 Business Studies

Curriculum intent	The curriculum has been designed to challenge, inspire and engage all students, offering them an insight into the considerations and decisions that need to be made when running your own business. Students will look at the impacts of these decisions and make justified recommendations about what they believe a business should do in a particular situation. The students will 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	The dynamic nature of business. Why and how new business ideas come about. Risk and Reward. Adding Value. Meeting Customer needs. Market Research	What is market segmentation? Market Mapping. The impact of Competition. Aims and Objectives. Revenue and Costs. Profit and Loss. Sources of Finance. Business Ownership.	Business Location. The Marketing Mix. Product, price, place and promotion. The Business Plan. Stakeholders.	Recruitment. Developing Employees. Training. Motivation. Organisational Structure.	Communication. Different ways of working. Job roles and responsibilities.	Technology and Business Consumer Law. Employment Law. The Economy. Unemployment. Inflation. Interest Rates. Exchange Rates. External Influence.
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

<p>Curiosity</p>	<p>https://www.youtube.com/watch?v=oE04ZQ6cu3E - Understanding customer needs at Starbucks</p> <p>https://www.youtube.com/watch?v=k4aTPgZY37I - the journey of 6 real life entrepreneurs</p> <p>https://www.youtube.com/watch?v=uQQZCvtR3WA - Market Segmentation in practice</p> <p>https://www.youtube.com/watch?v=bplrEiKjnyE - Primary market research in practice</p> <p>https://www.youtube.com/watch?v=K3UaiQN_YXI - Secondary Market Research</p>	<p>https://www.youtube.com/watch?v=kc-W2LWlb_0 - Sole Traders, with real world examples</p> <p>https://www.youtube.com/watch?v=u4K-TGnvamg Partnerships, with real world examples</p> <p>https://www.youtube.com/watch?v=UPGqMR28YLc - Private Limited Company, with real world examples</p> <p>https://www.youtube.com/watch?v=LOdlIDYDfws - What is a franchise, with real world examples</p>	<p>https://www.youtube.com/watch?v=hX-X4SndI2w - the importance of marketing</p> <p>https://www.youtube.com/watch?v=4TYWhZ3IFhc The marketing mix of Apple</p> <p>https://www.youtube.com/watch?v=tZGol4xtY3g - The stakeholders of McDonalds</p>	<p>https://www.youtube.com/watch?v=hHXIsJ2VQZ0 - Recruitment and selection</p> <p>https://www.youtube.com/watch?v=LCAAivdxVTU - Organisational Structure</p> <p>https://www.youtube.com/watch?v=9oHn4Y6HLg8 Financial and non financial motivation</p>	<p>https://www.theguardian.com/money/2021/jun/21/working-from-home-has-its-benefits-for-employers - benefits of working from home</p> <p>https://www.theguardian.com/science/2021/jun/03/the-empty-office-what-we-lose-when-we-work-from-home - What we lose when we work from home</p>	<p>https://www.weforum.org/agenda/2020/09/short-history-jobs-automation/ - the impact of automation</p> <p>https://www.standard.co.uk/business/uk-economy-historic-recessions-a4520961.html - The UK recessions</p>
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