



Curriculum Overview



SUBJECT:	BUSINESS STUDIES	YEAR:	10
INTENT:	To provide engaging and thought-provoking lessons for students that will cover the more fundamental areas of business as a preparation for more challenging topics in Y11.		

UNITS OF WORK

Business Activity	Marketing	Business Operations
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Key Knowledge/Development	Key Skills Development	Assessment
	<ul style="list-style-type: none"> Business Ownership Enterprise Planning Aims and Objectives Growth Location and site Methods of production Quality Supply chain Sales process Identifying and understanding customers Market research Marketing mix 	<ol style="list-style-type: none"> 1 – 2 extended writing tasks (class or HW) per term that will be marked in depth by teacher. Additional tasks that will be self or peer assessed: <ul style="list-style-type: none"> Key terms tests Extended writing tasks Mini cases studies with questions End of topic tests PPEs
	Literacy/Numeracy	Curriculum Enrichment
	<ul style="list-style-type: none"> Subject specific key words Extended writing tasks Reading case study material Using data to calculate percentages/percentage changes 	<ul style="list-style-type: none"> Opportunity to take part in Young Enterprise Possible trip to manufacturing base

EDI/SMSC/British Values/Careers
<ul style="list-style-type: none"> Ethical marketing Environmental aims and objectives Positive impact of entrepreneurs on society Opportunities to identify a range of careers with each topic studied Promote and demonstrate British values as far as possible, particularly respect Providing goods and services – where do goods come from, who makes them, are workers paid fairly. Business Enterprise – focusing on a diverse range of entrepreneurs where students will be required to research their backgrounds (cast of Dragons' Den is well-represented in terms of ethnicity). Business Ownership – looking at co-operatives and struggles for fair pay globally. Focus on charities and Marcus Rashford's campaign to tackle child poverty in UK. Looking at his own background and reasons for such personal commitment. Conversations about the Government's U-turn on providing meals over summer holidays, how do students feel about this political landscape. Promotion – looking at the positive moves that have recently been made in advertising – better representation of black and ethnic minorities, disability, gender and LGBT as well as plus size models and diverse body images, in a move to make advertising more realistic. Methods of Production – Looking at mass production in the VW factory, Wolfsburg Germany (YouTube video) – opportunity to discuss careers as the production line is well-represented by women performing role that are more traditionally performed by men. Customer Service – Looking at provision for a range of diverse customers