



Business - Year 10



Autumn (Michaelmas) Term

What we are learning...	Consolidation	Deepen & Challenge
Unit 1: Business Activity	<p>Watch Bank of England - Introduction to money & finance</p>	
1.1: The role of business enterprise and entrepreneurship	<p>Watch BBC Teach: How to be an entrepreneur</p>	<p>Read / Watch BBC - CEO Secrets CEOs and entrepreneurs share tips and advice.</p>
1.2: Business planning	<p>Do Ask someone you know who owns a business if they have produced a business plan. Try to find out when they produced it, what they put in it and why it was important for their business</p>	<p>Watch A dragons Den pitch is verbal version of a business plan. Watch to see what they include in their pitch. Dragons Den</p>
1.3: Business ownership	<p>Do Prepare a PP presentation comparing the key features of sole traders and partnerships. In your presentation try to show how each has different advantages over the other.</p>	<p>Watch Two Teachers - Business Ownership Do The work sheet which accompanies the video</p>
1.4: Business aims & objectives	<p>Revise, video, test BBC Bitesize - Aims & Objectives</p>	
1.5: Stakeholders in business	<p>Do Research any proposed business activity where there are arguments before and against the proposals - for example, the proposed expansion of Gatwick airport. Identify the stakeholders and the arguments on both sides.</p>	<p>Watch Two Teachers - Stakeholders Do The work sheet which accompanies the video</p>
1.6: Business growth	<p>Do Business Ed - Business growth</p>	<p>Do Use the internet to research a merger or takeover which is being planned between two businesses. Look into why they want to join together; what type of merger or takeover it is; if there are any possible problems with the merger or takeover.</p>



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Spring (Lent) Term

What we are learning...	Consolidation	Deepen & Challenge
Unit 2: Marketing		<p style="text-align: center;">Watch</p> <p style="text-align: center;"><u>Inside the Superbrands</u></p>
2.1: The role of marketing	<p style="text-align: center;">Watch</p> <p style="text-align: center;"><u>Two Teachers - 5 reasons why a business needs social media</u></p> <p style="text-align: center;">Do</p> <p style="text-align: center;">The work sheet which accompanies the video</p>	
2.2: Market research	<p style="text-align: center;">Watch</p> <p style="text-align: center;"><u>Two Teachers - The Purpose of Market Research, Lego, Gymshark & Apple</u></p> <p style="text-align: center;">Do</p> <p style="text-align: center;">The work sheet which accompanies the video</p>	<p style="text-align: center;">Do</p> <p>Design two short questionnaires to collect data on a new cinema which is to open in your local area. One questionnaire should be designed to collect quantitative data and the other qualitative data.</p>
2.3: Market segmentation	<p style="text-align: center;">Do</p> <p style="text-align: center;"><u>Business Ed - Market Segmentation</u></p>	<p style="text-align: center;">Do</p> <p>Explain, using examples, why businesses should use segmentation. Use a variety of different products to illustrate the fact that for most products there is some segmentation. Can you think of any products where there is no segmentation?</p>
2.4: The marketing mix	<p style="text-align: center;">Read</p> <p style="text-align: center;">Product Development <u>Financial Times - 2023 new gadgets</u></p>	<p style="text-align: center;">Watch</p> <p style="text-align: center;"><u>Two Teachers - The 4Ps of the marketing mix: Apple iPhone example</u></p> <p style="text-align: center;">Do</p> <p style="text-align: center;">The worksheet which accompanies the video</p>



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Summer (Trinity) Term

What we are learning...	Consolidation	Deepen & Challenge
Unit 3: People		
3.1: The role of human resources	<p>Do Business Ed - Human Resources</p>	
3.2: Organisational structures & different ways of working	<p>Do Write a short account of how the COVID pandemic influenced the ways in which people work. Include positives and negatives of the new ways of working</p>	
3.3: Communication in business	<p>Do Imagine that you are a website designer. Design a poster which would show the advantages and disadvantages to a small business of having a website.</p>	<p>Do Business Ed - Internal Organisation</p>
3.4: Recruitment & selection	<p>Do Write your own CV CV Template</p>	
3.5: Motivation & retention	<p>Read BBC: The workers getting 100% pay for 80% of the hours</p>	<p>Watch ITV: Undercover Big Boss</p>
3.6: Training & development	<p>Do Research the qualifications you would need for an occupation you are interested in and draw up a personal action plan to show how you could get there</p>	<p>Watch Stacey Dooley: The Nine - Five</p>
3.7: Employment law	<p>Revise Business Ed - Employment Law</p>	<p>Do Research an example of a real-world case where a worker has been treated unfairly. Write a brief summary of what happened.</p>