

Key Stage 4 Long Term Planning

Year 10 2021-2022 SYLLABUS: Pearson/Edexcel GCSE Business Studies. Pupils will develop an understanding of how to set up a business.

Curriculum Area: Business Technology (Business)

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Syllabus	Topic 1.1 Enterprise and entrepreneurship Topic 1.2 Spotting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.4 Making the business effective	Topic 1.5 Understanding external influences on business	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions
Knowledge	Pupils will learn about famous entrepreneurs and the skills required to make a business successful. They will develop enough knowledge for them to set up a small business and understand how to overcome the risks of starting a business.	Pupils will understand how to manage Business Finance.	Pupils will be able to explain the ideal location for a business. Pupils will also explore the different types of business ownerships, the marketing mix and the suitable content of a business plan.	Pupils will be able to explain the impact of external influences on businesses such as the exchange rate, unemployment, inflation, interest rates and government taxation.	Pupils will develop knowledge on the impact of growing a business globally. In terms of methods and the logistics.	Pupils will develop further knowledge on the marketing mix and how to adapt it based on different business decisions.
Skills	They will develop skills in supporting business startups. Pupils will be able to carry out effective market research using different methods and identify their market segments to sell a product.	Pupils will be able to calculate a business's revenue, profit and costs. They will also be able to calculate the breakeven point and the margin of safety. In addition, pupils will be able to calculate cash flows and suggest if a business will be viable.	Pupils will be able to act as a business advisor, making suggestions about where to locate, how to create a marketing campaign and how to apply for a business loan, using the contents of a comprehensive business plan.	Pupils will be able to identify what factors can influence a business that is beyond their control. These include changes in technology, Legislation, the economy and interest rates. Pupils will also be given support in developing exam skills.	Pupils will be able to identify how a business can grow organically and inorganically. Pupils will also be able to identify the restrictions countries put in place to protect domestic businesses. These restrictions include tariffs, quotas and trade blocs.	Pupils will be able to create a design mix for a new product. They will also be able create a comprehensive marketing campaign taking into consideration the product and market.
Assessment	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice and 3-mark questions.	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice, 3-mark and 6-mark questions.	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice, 3-mark, 6-mark and case study-based questions.	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice, 3-mark, 6-mark, 9-mark and 12-mark Questions.	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice, 3-mark, 6-mark, 9-mark and 12-mark questions.	Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam styles questions. PLC checklists will be used to self-assess knowledge. Assessment will consist of multiple choice, 3-mark, 6-mark, 9-mark and 12-mark questions.

MOOR PARK HIGH SCHOOL: CURRICULUM

Homework	Knowledge check homework will be set every two weeks to build and extend learning in this topic.	Knowledge check homework will be set every two weeks to build and extend learning in this topic.	Exam questions in the form of multiple choice and short answer questions will be set every two weeks to build and extend learning in this topic.	Exam questions in the form of multiple choice and short answer questions will be set every two weeks to build and extend learning in this topic.	Short answer and long answer exam questions will be set as homework every two weeks to build and extend learning in this topic.	Long answer exam questions will be set as homework every two weeks to build and extend learning in this topic.
Cultural Capital	Use of videos and case studies about entrepreneurship. Students will learn about entrepreneurs and explore different taste from different countries.	Use of budget information. Students will learn how to manage money as part of a budget.	Students will explore business locations and trends globally. Plus, how businesses must consider different cultures when selling products in different countries. Launch of the Tenner Challenge by Young Enterprise.	Students will understand the economy and how changes can influence business and spending. Tenner challenge evaluation.	Students will understand how businesses in other countries operate and how products are adapted to suit local needs.	Students will start to comprehend the psychology behind marketing and what attracts consumers.
Numeracy		Calculating profit, loss, cash flows, breakeven and total costs. Pupils will be using formulas and basic math skills.		Pupils will be using formulas and basic math skills to calculate exchange rates.		
Literacy	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.	Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson. Match up key term exercises will be used. Support with exam questions using acronyms will be practiced.
CEIAG	Introduction to entrepreneurship. Students to set up a mini business.	Student will experience what it is like to manage and calculate business finance.	Students will start to plan an idea for the tenner challenge.	Students will take part in the tenner challenge. Invite a guest speaker who works in industry or who has set up their own business.	Potential visit to a local business (Leyland Trucks, BAE Systems or Westinghouse)	Student will complete an end of year project creating a business and present their business proposal to industry professionals and teachers.

MOOR PARK HIGH SCHOOL: CURRICULUM

Year 11 2021-2022 SYLLABUS: Pearson/Edexcel GCSE Business Studies. Pupils will develop an understanding of how to maintain a successful business.

Curriculum Area: Business Technology (Business)

Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1
Syllabus	<p>Topic 2.1 Growing the business</p> <p>Topic 2.2 Making marketing decisions</p>	Topic 2.3 Making operational decisions	Topic 2.4 Making financial decisions	Topic 2.5 Making human resource decisions	Revision of topics: Theme 1 and Theme 2.
Knowledge	<p>Pupils will develop knowledge on the impact of growing a business globally. In terms of methods and the logistics.</p> <p>Pupils will develop further knowledge on the marketing mix and how to adapt it based on different business decisions.</p>	<p>Pupils will develop knowledge on different production methods, stock control, ways of managing quality and how to process sales.</p>	<p>Pupils will be able identify gross and net profit and suggest weather a business is viable based on these figures. They will also be able to suggest if an investment is a good business strategy.</p>	<p>Pupils will be able to explain the complexity of effective people management. They will be able to make suggestions on how to motivate staff, recruit them and train and develop them based on their needs.</p>	<p>Pupils will be revising all the topics from Theme 1.</p> <p>Pupils will be revising all the topics from Theme 2.</p>
Skills	<p>Pupils will be able to identify how a business can grow organically and inorganically. Pupils will also be able to identify the restrictions countries put in place to protect domestic businesses. These restrictions include tariffs, quotas and trade blocs.</p> <p>Pupils will be able to create a design mix for a new product. They will also be able create a comprehensive marketing campaign taking into consideration the product and market.</p>	<p>Pupils will be able to suggest ideal options for production and justify their choice. They will be able to decide on ways to improve quality whilst ensuring that business is managing their stock effectively.</p>	<p>Pupils will be able to calculate, Gross, Net and Operating Profit. They will also be able to calculate the ARR on an investment and interpret quantitative business data.</p>	<p>Pupils will be able to manage the recruitment of new employees and decide on strategies to motivate staff. They will also be able to recommend the best methods in training and developing employees.</p>	<p>Pupils will be given more opportunities to develop their exam skills using content and with a variety of shorter and longer mark questions.</p>
Assessment	<p>Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge.</p> <p>Assessment will consist of multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions.</p>	<p>Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge.</p> <p>Assessment will consist of multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions.</p>	<p>Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge.</p> <p>Assessment will consist of quantitative questions to test pupils knowledge of business formulas.</p>	<p>Pupils will be required to compete an assessment based on the previous unit and prior knowledge using exam style questions. PLC checklists will be used to self-assess knowledge.</p> <p>Assessment will consist of multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions.</p>	<p>Pupils will compete GCSE Business past exam papers based on Theme 1 and 2 questions.</p>

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Cultural Capital		Students will start to understand logistics in Business. They will be shown videos from businesses such as Amazon, BMW and Heinz and will understand the need for productivity and efficiency.	Invite the school governor who manages finance at community gateway.	External speaker from Leyland Trucks, BAE Systems or Westinghouse Springfields on managing staff. TBC.	
Numeracy		Pupils will be required to interpret bar gate stock graphs.	Pupils will be required to calculate different types of profit using a formula. They will also calculate ARR and learn how to interpret quantitative business data to support, inform and justify business decisions.		
Literacy	<p>Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson.</p> <p>Match up key term exercises will be used.</p> <p>Strategies to support written exam answers will be well practiced. Such as acronyms and writing frames/model answers.</p>	<p>Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson.</p> <p>Match up key term exercises will be used.</p> <p>Strategies to support written exam answers will be well practiced. Such as acronyms and writing frames/model answers.</p>	<p>Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson.</p> <p>Match up key term exercises will be used.</p> <p>Strategies to support written exam answers will be well practiced. Such as acronyms and writing frames/model answers.</p>	<p>Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson.</p> <p>Match up key term exercises will be used.</p> <p>Strategies to support written exam answers will be well practiced. Such as acronyms and writing frames/model answers.</p>	<p>Students will be provided with a separate key word 'Yellow Textbook'. At the start of each lesson students will be asked to write the key word and definition from previous lesson. Spelling and misconceptions will be discussed. Correct business vocabulary will be expected throughout the lesson.</p> <p>Match up key term exercises will be used.</p> <p>Strategies to support written exam answers will be well practiced. Such as acronyms and writing frames/model answers.</p>
CEIAG	Students will understand the elements of the marketing mix by pitching an idea to bring a product to market.	Students will explore procurement and the job roles with this functional area.	Student will experience what it is like to manage and calculate business finance, data and graphs.	Students will be looking at share prices and how stockbrokers make money, by choosing a business and monitoring the value of the shares.	Students will explore the different careers, courses and apprenticeships available within business, marketing and accounting.