



## Year 10 Curriculum Overview

### Rationale:

GCSE Business students have 5 lessons over a two-week timetable. Year 10 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for students to explore core concepts through the lens of an entrepreneur setting up a business. In Year 10, students will be introduced to local and national business contexts and will develop an understanding of how these contexts impact business behaviour and decisions. Local contexts refer specifically to small businesses or those operating in a single UK location and national contexts relate to businesses operating in more than one location or across the UK. Students must develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates. Students must understand how these interdependencies and relationships underpin business decisions. Teaching approaches to the content must reflect this

Term/Length of Time	Outline	Assessment/Teacher Feedback Opportunities	Homework and Literacy resources
Year 10 Autumn 1 & 2	<p><b>Topic 1.5 Understanding external influences on business.</b> Students are introduced to a range of external factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences and introducing the idea that some factors beyond the business can impact on the business.</p> <p>Students learn about Different types of technology used by business such as; E-commerce, Social media, Digital</p>	<p>Introduction of 9 mark exam questions. 9 mark exam question assessment 20 minutes . This assessment will be completed under formal supervision within an allocated lesson. The questions will assess their skill of application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>All business students need to Learn key terms for Topic 1.3 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions. Complete Practice exam questions from Edexcel Business revision workbook on Topic 1.5.</p> <p>Videos to support understanding knowledge and content to support Topic 1.5 Understanding external influences on business:</p> <ul style="list-style-type: none"> <li>• BBC Bitesize Topic 1.5 - <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></li> <li>• Two Teachers Videos <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></li> </ul> <p><b>Optional homework tasks and Literacy resources</b> Optional activity for Topic 1.5. Mini investigation into a local business for one content area, for example: stakeholders or the economy.</p>

	<p>communication and Payment systems and how technology influences business activity.</p> <p>Consolidation of topic content in Theme 1 and development of exam technique and skills.</p> <p>Relationship-building skills – teamwork, expert thinking, metacognition, creativity.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>End of Topic 1.5 Assessment, 40 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding on the topic 1.5 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher's feedback.</p>	<p>Stakeholders: Who are the main stakeholders for the business you have chosen? What are their objectives and how are they different?</p> <p>The economy: To what extent have recent changes in the level of economic activity affected the business you have chosen?</p>
Spring 1 & 2	<p><b>Topic 2.1 Growing the business.</b> Students will be introduced to methods of internal, external growth and how and why business aims and objectives change as businesses evolve. The types of business ownership and sources of finances for growing businesses. Students explore the impact of globalisation and the ethical and environmental questions facing</p>	<p>Interleaving assessment Topic 2.1 Growth, 35 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding topic 2.1 content and build their confidence in application.</p>	<p>All business students need to Learn key terms for Topic 2.1 and Complete stated PEIs for each sub topic that is taught in lessons. PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook on Topic 2.1.</p> <p>Videos to support understanding knowledge and content to support Topic 2.1 Growing the business. BBC Bitesize Topic 2.1 - <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a></p>

	<p>businesses. Students will learn how businesses compete internationally with the use of internet and e-commerce. How business must change the marketing mix to compete internationally.</p> <p>Taking appropriate action, establishing and maintaining team organisation. Analysing, synthesising and reasoning skills. Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher’s feedback.</p>	<p>Two Teachers Videos –Video on organic and inorganic <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p> <p><b>Optional homework tasks and Literacy resources</b> Optional activity for Topic 2.1. Research Shrinkflation, what products have been affected and what has the impact been on consumers. <a href="https://www.theguardian.com/business/2022/may/19/shrinkflation-bites-popular-food-brands-quietly-downsize-while-charging-same-price-or-more">https://www.theguardian.com/business/2022/may/19/shrinkflation-bites-popular-food-brands-quietly-downsize-while-charging-same-price-or-more</a></p>
<p>Summer 1 &amp; 2</p>	<p><b>Topic 2.2 Making marketing decisions.</b> Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace. This will include Product design and Product Life Cycle.</p> <p>Students will learn about appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers and branding.</p>	<p>End of Topic 2.2, 38 minutes. This assessment will be completed under formal supervision within an allocated lesson. The questions will assess students knowledge and understanding on the topic 2.2 content and build their confidence in application. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to</p>	<p>All business students need to Learn key terms for Topic 2.2 and Complete stated PEIs for each sub topic that is taught in lessons. . PEI; Point, Explain and Impact on the business. This is the basis for all exam questions.</p> <p>Complete Practice exam questions from Edexcel Business revision workbook Topic 2.2</p> <p>Videos to support understanding knowledge and content to support Topic 2.2 Making marketing decisions. BBC Bitesize Topic 2.2 - <a href="https://www.bbc.co.uk/bitesize/topics/zdnmqp3">https://www.bbc.co.uk/bitesize/topics/zdnmqp3</a> Two Teachers Videos <a href="https://www.twoteachers.co.uk/videos">https://www.twoteachers.co.uk/videos</a></p>

	<p>Students will explore methods of distribution: such as retailers and e-tailers (e-commerce).</p> <p>Systems thinking – decision making and reasoning.</p> <p>Exam technique and structure.</p> <p>Wider enrichment opportunities – Weekly News on Business and the economy</p>	<p>respond to the teacher’s feedback.</p> <p>Year 10 Mock - (Theme 1) Paper 1, 90 minutes. The Business mock will be completed under formal supervision within an allocated time. The questions will assess students knowledge and understanding on all sub topics within Theme 1. Students will receive a mark and GCSE grade as well as written feedback. Students will have allocated lesson time to respond to the teacher’s feedback.</p>	<p><b>Optional homework tasks and Literacy resources</b></p> <p>Optional activity for Topic 2.2. <i>Watch The Apprentice</i> video – Branding a cereal’ (Season 5 Episode 5) or ‘Branding a Trainer’ (Season 3 Episode 8). Write a paragraph on how they can be applied to content learnt in lessons</p> <p>Watch both videos; do you think the advert works for both countries and cultures? Write a response.</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=klK7fcjsnaM">https://www.youtube.com/watch?v=klK7fcjsnaM</a> (Chinese version of Lindt advert)</li> <li>• <a href="https://www.youtube.com/watch?v=DBhzOentaCs">https://www.youtube.com/watch?v=DBhzOentaCs</a> (English version of Lindt advert)</li> </ul>
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