



### OVERVIEW

The program of study within Year 10 will provide students with knowledge and understanding of the foundations of business. Entrepreneurial behaviours, the purpose and nature of businesses, the legal structures within businesses will be coupled with the influences on business and how developing the right team in an organisation can lead to success. These topics will provide a platform for Year 11 study and the complexities of business operations, marketing and finance.

Term	Focus	Assessment
Aut 1	<ul style="list-style-type: none"> <li>• Introduction to Business - application of skills</li> <li>• Business in the real world               <ul style="list-style-type: none"> <li>• The purpose and nature of businesses</li> <li>• Risks and the rewards of business</li> <li>• Market research</li> </ul> </li> </ul>	Test papers 3.1.1 / 2
Aut 2	<ul style="list-style-type: none"> <li>• Business in the real world               <ul style="list-style-type: none"> <li>• Market segmentation</li> <li>• The competitive environment</li> <li>• Revenues and costs</li> <li>• Cash and cash flow</li> </ul> </li> </ul>	Paper 1 mock: 1 hour. Test papers: 3.1.3 – 3.1.7
Spr 1	<ul style="list-style-type: none"> <li>• Finance               <ul style="list-style-type: none"> <li>• Sources of business finance</li> <li>• Options for start up businesses</li> <li>• Business location</li> </ul> </li> </ul>	Paper 2 mock: 1 hour Test papers: 3.2.1 -3.2.3
Spr 2	<ul style="list-style-type: none"> <li>• Marketing mix               <ul style="list-style-type: none"> <li>• Price</li> <li>• Product</li> <li>• Promotion and Place</li> </ul> </li> <li>• Business plans</li> </ul>	Test papers: 3.2.4- 3.2.6
Sum 1	<ul style="list-style-type: none"> <li>• External influences on business               <ul style="list-style-type: none"> <li>• Stakeholders</li> <li>• Tech and business</li> <li>• Legislation and business</li> <li>• How the economy affects business</li> </ul> </li> </ul>	Test Papers: 3.4.1-3.4.4
Sum2	<ul style="list-style-type: none"> <li>• Business operations               <ul style="list-style-type: none"> <li>• Production processes</li> <li>• The concept of quality</li> <li>• Good customer service</li> </ul> </li> </ul>	Paper 3 mock examination. 1 hour and 45 minutes.

### Home Learning:

- A 45 minute piece set every week will include research, exam questions and consolidation quizzes

### Useful resources:

- Seneca Learning Business revision
- BBC Bitesize GCSE Business



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In Year 11 students will continue to learn about how businesses grow and develop. They will investigate in depth customer service and the impact of this on an organisation. They will explore how the use of market research can target consumers and customers and provide an advantage over competitors by using the correct marketing mix. Finally, students will develop an understanding of business finance and learn how to analyse financial performance for a range of businesses.

Term	Focus	Assessment
Aut 1	<ul style="list-style-type: none"><li>Marketing<ul style="list-style-type: none"><li>Identifying and understanding customers / segmentation</li><li>The purpose and methods of market research</li><li>Elements of the marketing mix: price, product, place, promotion</li></ul></li></ul>	Topic test
Aut 2	<ul style="list-style-type: none"><li>Marketing<ul style="list-style-type: none"><li>Using the marketing mix: product and pricing</li><li>Promotion and distribution</li></ul></li><li>Finance<ul style="list-style-type: none"><li>Sources of finance</li></ul></li></ul>	Paper 1 mock examinations
Spr 1	<ul style="list-style-type: none"><li>Finance<ul style="list-style-type: none"><li>Cash flow</li><li>Financial terms and calculations</li><li>Analysing the financial performance of a business</li></ul></li></ul>	Topic test - finance.
Spr 2	<ul style="list-style-type: none"><li>Revision<ul style="list-style-type: none"><li>Recapping key material</li><li>Case study analysis</li><li>Question structure and answers</li><li>Evaluate/analyse/discuss extensions</li></ul></li></ul>	Paper 1 and Paper 2 mock Examinations
Sum 1	<ul style="list-style-type: none"><li>Revision<ul style="list-style-type: none"><li>Recapping key material</li><li>Case study analysis</li><li>Question structure and answers</li><li>Evaluate/analyse/discuss extensions</li></ul></li></ul>	GCSE Examinations
Sum2	<ul style="list-style-type: none"><li>GCSE Examinations.</li></ul>	GCSE Examinations

### Home Learning:

- Weekly exam style questions and MCQs
- Seneca Learning assignments

### Useful resources:

- Seneca Learning – AQA Business
- GCSE Business AQA 9-1 Course Revision Guide