



Year 10 Long Term Plan (Business GCSE)

“I never dreamed about success, I worked for it” Estée Lauder

Year 10 Intent / End Point: Students will understand the dynamic nature of business and how entrepreneurs successfully start up a business through the generation of ideas using market research. They will then identify the different legal structures available to businesses, relative to the risk and reward of business start-up. From this, they will gauge how to successfully manage finance and manage business activity, considering external economic factors. Towards the end of the year they will then identify how to further the growth of the business to a national/international scale.

	<u>HT1</u>	<u>HT2</u>	<u>HT3</u>	<u>HT4</u>	<u>HT5</u>	<u>HT6</u>	
<u>Unit title</u>	Enterprise & Entrepreneurship	Spotting a Business Opportunity	Putting an Idea into practice	Making the start-up effective	External Influences in Business	Business Growth	
Principles that underpin your curriculum	Knowledge	Understand enterprise and Entrepreneurship Know how to add value to products/services Understand the Risks and rewards Understand the Dynamic Nature of Business	Understanding customers' needs Know the purpose and methods of Primary & Secondary research Understand Market Segmentation Identify competition and conduct competitor analysis	Be able to calculate costs, revenue & profit Understand Break-even and Margin of safety Be able to calculate and interpret Cash-flow forecasts Identify the main internal and external sources of finance	Understand the different types of business ownership. Develop an understanding of liability Identify the importance of location Look at the role and purpose of business plans	Understand the importance of Stakeholders Know the impact of the economy on and to business Understand key legislation relevant to business The usefulness of technology	Understand the different methods of growth Methods of raising finance for growth Globalisation in business The understanding of business ethics Impact of businesses on the environment
	Skills	Define, State, Discuss.	Explain	Calculate	Analyse, Justify	Evaluate	Evaluate
	Middle Stake Testing (Purposeful Practice)	State business purpose Understand wants and needs	Understand business and market research Interpret market data	Calculate costs, revenue and profit. Calculate Break even, Margin of Safety	Investigate business ownership Assess different start up options	Stakeholder impact & debate Assess economic factors and impacts	Identify methods of growth in PPQs Assess barriers to global trade
	High Stake Testing		Assessment 1		Assessment 2	Assessment 3	
	Skills development	Students will concentrate on the key business concepts, issues and skills involved in starting and running a small business. This will provide a framework for students to explore existing local businesses from an entrepreneurial perspective, which they will build upon in theme 2.					



Year 11 Long Term Plan (Business GCSE)

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Year 11 Intent / End Point: Students will develop understanding of business by investigating the processes behind growth. This will involve the need for business research and development of the marketing mix, assessing production techniques and interpretation and manipulation of business finance. They will also better understand human resources and the importance of employees within a larger business setting.

	<u>HT1</u>	<u>HT2</u>	<u>HT3</u>	<u>HT4</u>	<u>HT5</u>	<u>HT6</u>	
<u>Unit title</u>	Marketing	Operations	Finance	Human Resources	Revision		
Principles that underpin your curriculum	Knowledge	Understand the Marketing Mix Use of and understanding of the design mix Know the different pricing strategies Understand the role of Promotion Identify and Assess the importance of place	Students will understand different production methods. The importance of Stock Control systems The role of Procurement Understand Quality Control, Assurance & Culture methods Know the Sales Process	Be able to calculate and interpret Net Profit, Net Profit Margin, Gross Profit Gross Profit Margin Understand and interpret Investment Appraisal Be able to assess Financial and Market Data	Understanding of Organisational Structures The different types of contract The process of Recruitment and Training, Understand the significance and methods of Motivation	Theme 1 Enterprise Ideas & Research Finance Ownership Economics Theme 2 Growth Marketing Operations Finance Human Resources Exam Technique & Structure	
	Skills	Define key terms and knowledge, Explain business terminology and impacts, Calculate and interpret finances, Discuss benefits and drawbacks of business factors, Analyse impacts of decisions based on case studies, Justify decision making in context, Evaluate and draw a conclusion based on key knowledge (with justification) from real life business examples.					
	Middle Stake Testing (Purposeful practice)	Exploration of design mix Application of Marketing Mix	Understand production methods Analysis of stock & quality control	Analysis and interpretation of all business calculations (X2)	Understanding Structure Motivation in context PPQ	PPQs	
	High Stake Testing		Practice Exam 1		Practice Exam 2		GCSE Exams
	Skills development	Students will develop an understanding beyond the start-up phase. This will be achieved by focussing and building on the key business concepts, issues and decisions used to grow a business, with emphasis on aspects of marketing, operations, finance and human resources.					