



Year 10 Business GCSE Course Outline 2020- 2021

Students have 4 lessons per cycle/fortnight Homework is set every 2 lessons.			
	Topic and approximate duration	Key learning areas	Homework Options Students will be guided by the class teacher as to which task to complete (according to target grade)
Autumn Term 1	Skills & content revision based lessons on Topic 1.3- Putting a business idea into practice and Topic 1.4 Making the business effective	<p>Students will start the year by reviewing topics covered in Year 9 during school closure to review their current skill base and improve on these. Lessons will be mainly based on consolidating learning from Topics 1.3- Putting a business idea into practice and Topics 1.4 Making the business effective.</p> <p>Topic 1.3- Putting a business idea into practice focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects. Students will complete revision activities along with building upon exam skills in being able to calculate revenue, fixed and variable costs, break-even level of output, the margin of safety and being able to interpret break-even diagrams and profit and loss. Students will also revise the importance of cash to a business and calculate and interpret cash flow forecasts. Students will also build on their ability to analyse case studies and draw out the most appropriate information from their calculations to make judgements on business decisions.</p> <p>Topic 1.4 Making the business effective explores a range of factors that impact on the success of the business, including location, the marketing mix and the business plan. Students will complete revision activities and build upon their exam skills to answer longer exam questions by drawing out appropriate information and using their business knowledge from these topics.</p>	<p>Task 1: Profit & Loss activity- Assessed in class</p> <p>Task 2: Break- even activity- Student assessed</p> <p>Task 3: - Assessed Homework- Types of ownership- Teacher assessed</p> <p>Task 4: Business location- Student assessed</p> <p>Task 5: 9 marker exam question- Assessed in class</p> <p>Task 6: Revision activity- Student assessed</p>
	Nature of landmark assessment	Interim assessment and landmark assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	
Autumn term 2	Topic 1.5 Understanding external influences on business	<p>Students will begin a new topic- Topic 1.5 Understanding external influences on business where they will be introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology. Students will learn who business stakeholders are and be able to analyse the similarities and differences in</p>	<p>Task 1: Stakeholders- Student assessed</p> <p>Task 2: Technology and business- Assessed in class</p> <p>Task 3: Assessed Homework- Legislation and business</p>

		<p>their objectives. Students will evaluate the impacts of stakeholders on business activities. Students will be introduced to different types of technology used by businesses and will analyse how technology impacts business activity in terms of their sales, costs and the marketing mix. Students will learn the purpose of legislation and those that affect business activity. They will be able to discuss the impacts of legislation on businesses by looking at cost implications and consequences of meeting and not meeting these obligations.</p> <p>Students will learn about the impact of the economic climate on businesses looking at; unemployment, changing levels of consumer income, inflation, interest rates, government taxation and changes in the exchange rates. Students will be able to evaluate the external influences and their impacts upon businesses and how they may adapt their business activity to cope with those changes.</p>	<p>Task 4: The economy and business- Assessed in class</p> <p>Task 5: External influences- Student assessed</p>
	Nature of landmark assessment	Baseline assessment and landmark assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	
Spring term1	Topic 2.1 Growing the business	<p>Students are introduced to methods of growth and their impacts looking at internal (organic) growth: new products (innovation, research and development), new markets (through changing the marketing mix or taking advantage of technology and/or expanding overseas) and external (inorganic) growth: mergers and takeovers. They will explore the available finance options for growing and established businesses and which would be the most suitable depending on their current size and growth method.</p> <p>Students will be able to analyse how and why business aims and objectives change as a business evolves in response to; market conditions, technology, performance legislation and internal reasons. Students will also evaluate the impact of globalisation on businesses and how they may overcome barriers to international trade.</p> <p>Students will study the impact of ethical and environmental considerations on businesses by exploring key issues of how ethical considerations influence business activity, how environmental considerations influence business activity and also the potential impact of pressure group activity on the marketing mix.</p>	<p>Task 1: Business growth & ownership- Assessed in class</p> <p>Task 2: Sources of finance- Student assessed</p> <p>Task 3: Changes in business aims and objectives- Assessed in class</p> <p>Task 4: Assessed Homework- Globalisation- Teacher assessed</p> <p>Task 5: Business and ethics- Assessed in class</p> <p>Task 6: Revision- Student assessed</p>
	Nature of landmark assessment	Interim assessment and landmark assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	

Spring term 2	Topic: 2.2 Making marketing decisions	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 consists of price, promotion, place and product. Students will be able to analyse how each element of the marketing mix can influence other elements. They will learn to evaluate how an integrated marketing mix can influence a competitive advantage.	Task 1: Product- Assessed in class Task 2: Pricing strategies- Student assessed Task 3: Using the marketing mix to make business decisions & revision- Assessed in class
	Nature of landmark assessment	Interim assessment and landmark assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	
Summer Term 1	Preparation for Year 10 Exams	<p>Students will begin revision for Year 10 Exams. They will re-cap lessons from Year 9 and 10. Students will be able to go over any misconceptions using results from their baseline assessments and previous in class assessments.</p> <p>Students will complete revision lessons using a variety of different techniques testing all exam skills; recall knowledge, application, analysis and evaluation.</p> <p>Students will have the opportunity to complete exam practice questions and review model answers.</p>	<p>Task 1: Revision for exam- Activities based on 1.1, 1.2 & 1.3- Assessed in class</p> <p>Task 2: Revision for exam- Activities based on 1.3 & 1.4- Assessed in class</p> <p>Task 3: Revision for exam- Activities based on 1.5- Assessed in class</p> <p>Task 4: Revision for exam- Activities based on 2.1- Assessed in class</p> <p>Task 5: Revision for exam- Activities based on 2.2- Assessed in class</p>
	Nature of landmark assessment	Interim assessment and landmark assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	
Summer Term 2	Topic 2.3 Making operational decisions	In this topic students will learn the different type of production processes businesses can select from and the impact that they each have to keep productivity up and costs down. They will be able to interpret bar gate stock graphs and analyse the use and method of stock control for particular businesses. Students will be able to evaluate the concept of quality and its importance in the production of goods and the provision of services and how it helps a business control costs and gain a competitive advantage. Students will be able to discuss the sales process and will be able to justify the importance to businesses of providing good customer service.	<p>Task 1: Business operations- Assessed in class</p> <p>Task 2: Assessed homework- Working with suppliers- Teacher assessed</p> <p>Task 3: Managing quality- Student assessed</p>
	Nature of landmark assessment	Interim assessment based on content covered and tests all skills; knowledge recall, application, analysis and evaluation	