


<p>Year: 10 Subject: GCSE (9-1) Business</p>	<p>Curriculum Intent:</p> <ul style="list-style-type: none"> • Foster a deep passion and enthusiasm for Business in all students • To build upon knowledge and understanding delivered in Yr9 • Develop numeracy and literacy through the business curriculum • Encourage students to begin developing a sense of direction for later life 					
	<p>Term 1 <i>Growing the business</i></p>	<p>Term 2 <i>Making marketing decisions</i></p>	<p>Term 3 <i>Marketing project</i></p>	<p>Term 4 <i>Making operational decisions</i></p>	<p>Term 5 <i>Revision and exam technique</i></p>	<p>Term 6 <i>Making financial decisions</i></p>
<p>Topic Titles (in order of delivery)</p>	<p>Business growth Changes to business aims and objectives Business and globalization Ethics, the environment and business</p>	<p>Product Place Promotion Price Using the marketing mix to make business decisions</p>	<p>Practical marketing project- students will consolidate their learning of the marketing mix in a practical project in which they will develop and review understanding of: Market research Market mapping Target market/ consumer profiling Pricing strategies Product mix Promotional mix Pricing strategies SWOT analysis Distribution channels Presentation skills</p>	<p>Business operations Working with suppliers Managing quality The sales process Study skills, metacognition and effective revision methods</p>	<p>PPE revision Non contextual question practice Contextual question practice</p>	<p>Business calculations Understanding business performance</p>

<p style="text-align: center;">Key knowledge / Retrieval topics</p>	<p>Organic and inorganic growth</p> <p>Public Limited Company (Plc)</p> <p>Stock market floatation</p> <p>Horizontal and vertical integration (backwards and forwards)</p> <p>Imports and exports</p> <p>Globalisation: why it's happened, benefits, drawbacks, MNC/TNCs</p> <p>Trading blocs</p> <p>Tariffs and quotas</p> <p>Pressure groups</p> <p>Environment & ethics: sweatshops, ethical practices e.g. fair trade, modern slavery statements. Actions taken by businesses to reduce environmental impact</p>	<p>Design mix, USP</p> <p>Product life cycle</p> <p>Distribution channels</p> <p>E-commerce</p> <p>Promotional mix: above the line and below the line approaches, advertising, sponsorship, price reductions, branding, adding value and product trials</p> <p>Price strategies: cost plus pricing, penetration, price skimming, promotional pricing, loss leaders</p>	<p>Questionnaires</p> <p>SWOT analysis</p> <p>Market mapping</p> <p>Target market</p> <p>Promotion methods</p> <p>Pricing strategies</p> <p>Design mix</p> <p>Distribution channels</p>	<p>Production methods: job, batch, flow, automation</p> <p>Productivity</p> <p>Cost management</p> <p>Quality assurance vs quality control: TQM, kaizen</p> <p>Interpret stock control graphs</p> <p>Lean production- JIT</p> <p>Study skills/metacognition: rehearsal, retrieval, working memory, Pomodoro method</p> <p>Effective revision techniques: Leitner system (Brainscape, Anki), brain dumping/blurting ultra notes</p>	<p>Revision lessons focused on the topics of the PPEs</p> <p>Exam technique</p> <p>% change calculations</p> <p>Interpreting data</p> <p>Building chains of reasoning</p>	<p>Be able to define, calculate and interpret:</p> <p>Gross profit</p> <p>Net profit</p> <p>Gross profit margin</p> <p>Net profit margin</p> <p>ARR</p> <p>Direct cost, indirect costs</p>
<p style="text-align: center;">Understanding / Sequence of delivery</p>	<p>Business growth</p> <p>Changes to business aims and objectives</p>	<p>Product:</p> <p>Design mix</p> <p>Product life cycle</p>	<p>Plan, conduct and analyse market research</p>	<ol style="list-style-type: none"> 1. Business operations 2. Managing quality 	<p>In preparation for PPES, students will revisit Theme 1 and Theme 2</p>	<p>Business calculations</p>

	<p>Business and globalisation</p> <p>Ethics, the environment for business</p>	<p>Differentiating a product</p> <p>Price:</p> <p>Pricing strategies. Influences on pricing strategies</p> <p>Place & distribution</p> <p>Methods of distribution</p> <p>Promotion</p> <p>Promotion strategies</p> <p>Technology in promotion</p>	<p>Competitor analysis: market mapping</p> <p>SWOT analysis</p> <p>Target market/ consumer profiling</p> <p>Pricing strategies</p> <p>Designing the product mix</p> <p>Designing the promotional mix</p> <p>Distribution channels</p> <p>Presentation skills</p>	<p>3. Working with suppliers</p> <p>4. The sales process</p> <p>Study skills and effective revision techniques</p>	<p>topics that are identified through assessment and question level analysis to be weaker.</p> <p>Students will practice exam style questions which are split into two categories: non-contextual, which require no use of case study material and contextual, which does.</p>	<p>Understanding business performance</p>
<p>Assessment</p>	<p>CAT</p> <p>Past paper questions</p>	<p>CAT</p> <p>Past paper questions</p>	<p>CAT: pitch</p>	<p>CAT</p> <p>Past paper questions</p>	<p>PPE</p>	<p>CAT</p> <p>Past paper questions</p>