

BUSINESS-ENTERPRISE AND MARKETING

YEAR 10

AUTUMN 1

<p><u>Enterprise and Entrepreneurship</u> Students will investigate the skills and qualities of Entrepreneurs.</p>	<p><u>Customers, Products and Services</u> Developing an understanding the range of customers that businesses sell their products and services to.</p>	<p><u>Market Segmentation</u> Developing an understanding the methods of separating a market up into smaller customer segments.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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AUTUMN 2

<p><u>Break – even and profit</u> Developing an understanding the range of different costs involved in business production and break even analysis.</p>	<p><u>Product Lifecycle</u> Developing an understanding of the period of time in the life of a product - from its initial launch until it is eventually taken off the market.</p>	<p><u>Marketing Mix</u> Developing an understanding of the use of Price, Place, Product and Promotion in promoting and selling products.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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SPRING 1

<p><u>Market Research</u> Developing an understanding of the use of Primary and Secondary research to inform sales and promotion methods.</p>	<p><u>Influences on Business</u> Developing an understanding of the economic, environmental, legal and political factors affecting business.</p>	<p><u>Customer Service</u> Developing an understanding of the role of customer service in attracting and retaining customers.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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SPRING 2

<p><u>Business Ownership</u> Developing an understanding of the different forms of ownership and how they influence decision making.</p>	<p><u>Sources of start-up capital</u> Developing an understanding of the different sources of start-up funding available to a business.</p>	<p><u>Functional Areas</u> Developing an understanding of the main functional areas in business and how they inter-relate.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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SUMMER 1

<p><u>Exam practice and revision</u> Completion of past papers and developing question answering techniques in preparation for examination.</p>	<p><u>Exam</u> First attempt at RO64 exam.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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SUMMER 2

<p><u>Task 1 – Coursework</u> Identification of Segmentation methods which can be used when creating a customer profile for a specified product (currently Hat/Pizza).</p>	<p><u>Task 2 –Coursework</u> Identification, description and explaining the advantages of the different types of Market Research.</p>	<p>Prior Learning Skills learnt from Year 9 Business Studies lessons. Students own knowledge and experiences of parents' businesses/job roles.</p>
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CAREERS LINKS

Jobs in researching, marketing, sales & customer services.
Personal and business finance/budgeting, customer service roles.

CHARACTER LINKS

Perseverance traits are fostered (performance virtues) when students are exposed to new content and skills.
Enterprise skills, critical thinking, judgement (intellectual virtues).

KEY ASSESSMENT DATES

Year 10 students will begin with coursework unit until Christmas. From Christmas onwards they have an assessment every 2-3 weeks at the end of each 'Learning Objective' First attempt at the externally assessed unit takes place in May. Coursework from May onwards.