



## Business Studies: Curriculum Overview

### Year 10

Term	Topic studied	What will I learn?	How will I be assessed?
Year 10 Autumn	Business in the real world	<ul style="list-style-type: none"> <li>Re-cap of purpose and nature of business, stakeholders, location and planning covered in year 9.</li> <li>Business ownership – types, features, advantages and disadvantages of each.</li> <li>Aims and objectives – what are they? Purpose and role of them, why they change and assessing success.</li> <li>Expanding a business – methods, benefits and drawbacks, economies and diseconomies of scale.</li> </ul>	<ul style="list-style-type: none"> <li>H/W knowledge revision and in-lesson tests/practice exam questions.</li> <li>Key assessment 1: End of topic Businesses in the real world</li> </ul>
	Influences on business	<ul style="list-style-type: none"> <li>Technology – use of ICT, e-commerce and digital communication.</li> <li>Ethics &amp; environment – incl sustainability.</li> <li>Economic climate – interest rates, levels of employment, consumer spending.</li> <li>Globalisation – international competition &amp; exchange rates.</li> <li>Legislation – employment law, health and safety law, consumer law.</li> <li>Competitive environment – impact of competitive markets, uncertainty and risks faced by businesses.</li> </ul>	<ul style="list-style-type: none"> <li>In-lesson and H/W practice exam questions and quizzes.</li> <li>Key assessment 2; End of topic: Influences on Business</li> </ul>
	Human Resources	<ul style="list-style-type: none"> <li>Organisational structures, their appropriateness, centralisation and decentralisation.</li> <li>Recruitment and selection of employees – why do we need recruitment? Methods and contracts of employment.</li> </ul>	<ul style="list-style-type: none"> <li>Enrichment – selection process (eg. Lost on the Moon, Egg Challenge – depending on behaviour)</li> <li>In-class practice exam questions and quizzes.</li> </ul>
Year 10 Spring	Human Resources (cont)	<ul style="list-style-type: none"> <li>Motivating employees – Importance, methods.</li> <li>Training – importance and types.</li> </ul>	<ul style="list-style-type: none"> <li>In-lesson and H/W practice exam questions and quizzes.</li> <li>Key assessment 3 – End of topic: Human Resources</li> </ul>
	Business operations	<ul style="list-style-type: none"> <li>Production processes – methods (job and flow), efficiency (lean production &amp; just in time)</li> <li>Procurement – managing stock (just in time, just in case), factors affecting choice of suppliers, effects of procurement and logistics, effective supply chain management.</li> <li>Quality – consequences of quality issues, maintaining quality (total quality management), costs and benefits of maintaining quality.</li> <li>Good customer service – methods, benefits, dangers of poor customer service, ICT and customer service.</li> </ul>	<ul style="list-style-type: none"> <li>Complete specimen GCSE paper 1 in class as revision.</li> <li>Key assessment 4 – internal examination.- Paper 1</li> <li>In-lesson and H/W practice exam questions and quizzes.</li> </ul>
Year 10 Summer	Re-cap	<ul style="list-style-type: none"> <li>Revisit areas of weakness highlighted in year 10 exam.</li> </ul>	<ul style="list-style-type: none"> <li>DIRT and resits of year 10 exam.</li> </ul>
	Marketing	<ul style="list-style-type: none"> <li>Identifying and understanding customers – importance of satisfying customer needs.</li> <li>Segmentation – types.</li> <li>Purpose and methods of market research – use of research and decision making.</li> <li>Marketing Mix – product, price, place, promotion (4 Ps). Pricing methods, factors that affect pricing decisions, product differentiation, product life cycle, product portfolio. Promotional methods, place – different distribution channels, e-commerce and m-commerce, using the marketing mix to inform and implement business decisions.</li> </ul>	<ul style="list-style-type: none"> <li>In-lesson and H/W practice exam questions and quizzes.</li> </ul>

