

Term		Year 9	
	Topic	Knowledge	Skills/Assessment
Term 1	Introduction to Business Studies and Branding Project – 4Ps	Introduction to branding and 4 Ps theory. Group project - students developing their own brand in small teams, 4Ps included. Presentation to the group.	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of project summative assessment
	Yorkshire Pizza project – Market research	Introduction to market research theory – methods, types and uses. Students to design a pizza for Yorkshire based on research collected.	
Term 2	Start-Up and Finance	Individual lessons on start-up finance - crowdfunding, money management, business cost and revenue, break even and location.	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of project summative assessment
	Recruitment and Selection	Introduction to the recruitment and selection process. Independent work based on applying for a job from both a candidate and business perspective. There will be given opportunities to think about their own potential careers	
Term 3	Enterprise Project and business start ups	Students are taught the theory around the qualities of an entrepreneur and types of business ownership. They then have to complete a mini enterprise project. Each group has £10 to spend, their aim is to make as much money as possible. They will need to carry out research and pitch their idea then create marketing materials, a product and try to sell their product to make a profit.	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of project summative assessment

Term	Year 10/11 – One Year GCSE		
	Topic	Knowledge	Skills/Assessment
Term 1	<p>1.1 Enterprise and Entrepreneurship</p>	<p>Focus on the dynamic nature of business, risk and reward and the role of business enterprise. Introduction to exam technique – case studies and 3 mark exam structure.</p>	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1 and AO3a).
	<p>1.2 Spotting a Business Opportunity</p>	<p>Focus on customer needs, market research, market segmentation and the competitive business environment.</p>	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1 and AO3a).
	<p>1.3 Putting a Business Idea Into Practice</p>	<p>Focus on business aims and objectives, costs, revenue, profit and break even, cash flow forecast and sources of finance. Exam technique – 6 and 9 mark questions.</p>	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1, AO2 and AO3a).
	<p>1.4 Making the business effective</p>	<p>Focus on types of ownership, location, the marketing mix and business planning.</p>	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1, AO2 and AO3a).
	<p>1.5 Understanding External Influences on Business</p>	<p>Focus on stakeholders, the impact of technology, legislation, the economy and other external influences. Introduction to exam technique – case studies and 12 mark exam structure.</p>	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1, AO2, AO3a and AO3b).
		<p>Revision /Exam prep/addressing misconceptions</p>	<ul style="list-style-type: none"> • MOCK exam – Full Unit 1 Paper

Term 2	2.1 Growing A Business	Focus on the methods of business growth and their impact, public limited company (plc) and sources of finance, aims and objectives, globalisation, ethics and the environment.	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • End of topic summative assessment – knowledge and exam question focus (AO1, AO2, AO3a and AO3b).
	2.2 Making Marketing Decisions	Lessons on product, price, place and promotion and how these are used to aid and shape business decisions.	
	2.3 Making Operational Decisions	Lessons on business operations, including methods of production, how businesses work with suppliers, manage quality and the sales process.	
	2.4 Making Financial Decisions	Focus on financial calculations – gross/net profit margin and ARR and how data is used to understand business performance.	
	2.5 Making Human Resource Decisions	Focus on organisational structures, effective recruitment, training and development and motivation.	
Term 3	Revision /Exam prep/addressing misconceptions	Revision /Exam prep/addressing misconceptions	<ul style="list-style-type: none"> • Ongoing teacher, self and peer formative assessment • Summative assessment – knowledge and exam question focus (AO1, AO2, AO3a and AO3b). • MOCK exam – Full Unit 1 and 2 Papers