Business Year 10	**Curriculum Intent:** In year 10 students will study three topics which introduce them to businesses and how they function. They will focus on Business Activity, Marketing and People. They will continually build their knowledge and understanding as they learn the key concepts of business. This knowledge will be interleaved with key information relevant to each topic, using keywords and concepts, alongside a study of knowledge which is transferable and relevant for future learning such as marketing and employment law. Students will make links between topics studied to develop their understanding of businesses and how they are successful. A range of exam technique skills will be developed throughout each topic with repeated practice, starting with shorter 2 and 3 mark responses, building to 7 and 9 mark answers. Answers will be fully scaffolded to start with and students will be shown examples of successful responses to help them build towards writing their own structured responses. Assessments in Year 10 are not timed precisely to allow students the time to develop their exam technique accurately. Each assessment is used to inform future learning in the next topic, allowing teachers to gauge which concepts will need further development through exam technique work.

	Topic 1				**Topic 2**				**Topic 3**			
Main Text	Business activity				Marketing				People			
Knowledge	To include: The role of business enterprise and entrepreneurship, Revenue, costs, profit and loss Business ownership, Stakeholders in business, Business aims and objectives, Business planning Business growth.				To include: The role of marketing, market research, market segmentation, the marketing mix.				To include: The role of human resources, organisational structures and ways of working, communication in business, recruitment and selection, training and development, motivation and retention, employment law.			
Interleaved Units and embedded knowledge	2 and 3 mark responses	Using context	Explaining the effect on the business	Structuring 7 mark answers	2 and 3 mark responses	Using context and explaining the effect on the business	Topic 1 keywords and concepts in regular quizzes and case studies	Structuring 9 mark answers	2 and 3 mark responses	Using context and explaining the effect on the business	Topic 1 and 2 keywords and concepts in regular quizzes and case studies	Structuring 7 and 9 mark answers
Understanding	Through the context of business activity students make links between key areas. They will be able to apply the knowledge learnt to advise business owners on how to set up the business and why; understand aims for different types of business and the impact of business decisions on different stakeholder groups. They will also develop the understanding to be able to recommend how businesses should grow in different scenarios				Through the context of marketing and using their understanding of business activity, students will understand why businesses undertake different types of market research. They will understand how to extend the product lifecycle by applying their knowledge of extension strategies and understand how and why marketing decisions are made. Students will develop the understanding of how to interpret market data in order to make informed business decisions.				Through the context of people in business students will develop an understanding of the world of work and recruitment and staff retention. They will also understand why different methods of communication are used in various business scenarios. They will develop an understanding of how employment law is used in tribunals by conducting mock employment tribunals. They will also apply the knowledge learnt to advise local small business owners how to motivate their staff, based on real life business case studies.			
Skills	Demonstrate knowledge and understanding of business concepts and issues Identify, State, Explain	Apply knowledge and understanding of business concepts and issues to a variety of contexts Calculate, Complete, Explain	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions Analyse, Discuss, Evaluate, Recommend		Demonstrate knowledge and understanding of business concepts and issues Identify, State, Explain	Apply knowledge and understanding of business concepts and issues to a variety of contexts Calculate, Complete, Explain	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions Analyse, Discuss, Evaluate,		Demonstrate knowledge and understanding of business concepts and issues Identify, State, Explain	Apply knowledge and understanding of business concepts and issues to a variety of contexts Calculate, Complete, Explain	Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions Analyse, Discuss, Evaluate, Recommend	
Assessment	Multiple choice questions set by OCR as practice				Multiple choice questions set by OCR as practice				Multiple choice questions set by OCR as practice			
	Written assessment at end of topic to be marked out of 50 and approx. GCSE 9 – 1 grading given				Written assessment at end of topic to be marked out of 50 and approx. GCSE 9 – 1 grading given				Written assessment at end of topic to be marked out of 50 and approx. GCSE 9 – 1 grading given Unit 1 trial examination			