



Business Studies: Curriculum Overview

Year 10

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

