

Academic Learning Plan
Business – Year 10

Intent : To gain an understanding of the function and process of business. To be able to demonstrate understanding of business concepts and ideas which leads to the ability to make informed judgements.



| | Term 1 | Term 2 | Term 3 | Term 4 | Term 5 | Term 6 |
|---------------------------------------|---|--|--|--|--|---|
| Year 10 Units | Business Activity | Business Activity | Marketing | Marketing | People | People |
| Content | <ul style="list-style-type: none"> The purpose of Business Business Planning Business Ownership | <ul style="list-style-type: none"> Aims and Objectives Stakeholder Growth | <ul style="list-style-type: none"> The role of marketing Marketing Research Market Segmentation | Marketing Mix <ul style="list-style-type: none"> Price Product Place Promotion | People <ul style="list-style-type: none"> The role of human resources Organisational structures Communication Recruitment and Selection | <ul style="list-style-type: none"> Motivation Employment Law Training |
| Literacy | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business | Case Studies of Businesses – Linked to questions Articles from BBC news on Businesses Newspaper Articles on Business |
| Knowledge organiser | In Booklets at start of Topic | In Booklets at start of Topic | In Booklets at start of Topic | In Booklets at start of Topic | In Booklets at start of Topic | In Booklets at start of Topic |
| Assessment | End of topic on <ul style="list-style-type: none"> The purpose of Business Business Planning Business Ownership | End of topic on <ul style="list-style-type: none"> Aims and Objectives Stakeholder Growth Full end of Business Activity formal assessment | End of topic tests on <ul style="list-style-type: none"> The role of marketing Marketing Research Market Segmentation | End of topic tests on Marketing Mix Full end of Marketing Formal Assessment. | End of topic tests on <ul style="list-style-type: none"> The role of human resources Organisational structures Communication Recruitment and Selection | End of topic tests on <ul style="list-style-type: none"> Motivation Employment Law Training Mock end of Year exams |
| GCSE AO Link (or other) if applicable | A01 – Demonstrate understanding of business concepts and issues A02 = Apply knowledge and understanding to business concepts and issues in a variety of situations. A03 – Analyse and Evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions. | | | | | |
| Homework | Knowledge organiser or revision based. | Knowledge organiser or revision based. | Knowledge organiser or revision based. | Knowledge organiser or revision based. | Knowledge organiser or revision based. | Knowledge organiser or revision based. |
| CEIAG | Looking at real business in context | Looking at real business in context | Looking at real business in context | Looking at real business in context | Looking at real business in context | Looking at real business in context |
| Enrichment | | | | | | |

