

Curriculum Intent:

In Business, we expect all students to leave with a broad understanding all of types of companies – extended to charities and not for profit organisations. In addition, we believe they should understand the wider implications that businesses can have on an individual's life, including from a social and environmental aspect. Finally, we want to develop the student's character, which will give them the knowledge and confidence to have a happy and fulfilling career, in whatever industry they choose to pursue.

'Why This, Why Now?'

Rationale for Y10 Exam Element Only – CW is dictated by the learning aims and the order is non-negotiable

- Start with finance over marketing as finance is harder and allows time to revisit and recap as we approach the exam
 - Financial documents are an easier topic to begin with which, so it's a nice introduction to finance. However, still requires some calculations, so sets the tone of the subsequent lessons. Also, more of a stand alone topic, knowledge isn't dependent on anything being taught prior
 - Payment methods is short and isn't dependent on other knowledge – the piece of exam technique is also linked to this topic as it's easier to understand and therefore a nice introduction to exam technique
 - Costs, revenue and profit is fundamental business knowledge and this lays the foundations for some of the topics to follow
 - Break-even is dependent on knowing what costs, revenue and profit is, so naturally follows on from this
 - Cash flow uses some of the ideas from where costs and revenue come from to help produce a cash flow forecast
 - Sources of finance is computer based so breaks up the lessons. In addition, the more challenging exam technique is based around using this knowledge and research to help write a strong response
 - Income statements builds on the more basic concept of just profit, so is taught later
 - Financial position is more challenging, but students have built up some knowledge on costs etc and so identifying assets and liabilities will be much more accessible
 - Profitability and liquidity is dependant on both of the above 2 documents being taught
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- Promotion is a nice introduction to marketing as it's not too taxing. Also, the exam technique links to this
 - Some knowledge of target customers is covered in promotion, so this helps when looking at targeting and segmenting
 - Factors are dependent on knowing everything about marketing before the students conclude what/why certain factors are used for certain marketing decisions
 - Full mock to assess all of the above before the real exam

Medium Term Planning Document: BTEC Business Year 10 2022-23

The Medium Term Planning document below is designed to show the journey that every student takes through our curriculum. Some elements of the curriculum may be taught over several lessons, others in a single lesson.

PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.

Business	Year 10 – Half Term 1		
Topic	Content	Formative Assessments?	Link(s) to an example lesson
A - Size and features of SMEs	Micro, small and medium	Bell work each lesson on knowledge recall 1-5	PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.
	Types of enterprises i.e. profit vs. not for profit		
	Features of SMEs		
	Sectors SMEs can operate in		
Key Words: employees, sole trader, partnership, liability, risk, debt, shareholders, dividends, social enterprise			
A - Sectors and business models	B2B vs B2C	Bell work each lesson on knowledge recall 1-5	
	Social enterprises		
	Goods vs. services		
	Bricks and clips and flips		
	e-commerce		
Key Words: products, quality, price, customer service, online, growth, social media platforms			
A - Aims and activities of enterprises	Profit, break-even, survival, ethics, social etc	Bell work each lesson on knowledge recall 1-5	
	Impact of activities in supporting the aims		
	How promotion can support the aims		
	Impact of failing to undertake these activities		
Key Words: loss, profit, local community, message, medium, failure, risk management			

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Business	Year 10 – Half Term 2		
Topic	Content	Formative Assessments?	Link(s) to an example lesson
A - Skills and characteristics of entrepreneurs	Reasons to start your own enterprise	Bell work each lesson on knowledge recall 1-5	PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.
	Impact of the skills to support the aims		
	Impact of the characteristics to support the aims		
	Skills to include: technical, interpersonal, communication, time management, negotiation etc		
	Characteristics to include: focus, passion, versatility, motivation, dedication etc		
		Write up Learning Aim A	
Key Words: self belief, profit, side hustle, ethics, morals, environment, skills analysis, self reflection			
B – Market research methods	Identify primary research methods	Bell work each lesson on knowledge recall 1-5	
	Pros and cons of each identified method		
	Evaluation of suitability to linked to size of enterprise		
	Identify secondary research methods		
	Pros and cons of each identified method		
	Evaluation of suitability to linked to size of enterprise		
Key Words: Sample size, target market, market analysis, growth, decline, respondents			
B – understanding customer needs	Understand the market and anticipate customer needs	Bell work each lesson on knowledge recall 1-5	
	Producing products that link to the market and/or solve a problem		
	Identifying features of competitors		
	Ways to gain a competitive advantage		
	Best advantages to pursue based on enterprise: including size and aims		
Key Words: benchmark, competitor analysis, price, location, customer service, social media, reviews			

Summative Assessment:

Pupil Mid-Year Assessments will take place at the end of half term 2. These will cover all content taught in the first 2 half terms. This assessment will inform pupil Rank Order in the subject.

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Business	Year 10 – Half Term 3		
Topic	Content	Formative Assessments?	Link(s) to an example lesson
B – suitability of market research methods	Suitability of market research methods that could help the enterprise in gaining further information to include:	Bell work each lesson on knowledge recall 1-5	PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.
	finding out further information about their customers and their competitors		
	alternative methods based on the size of the enterprise, cost of research, time and human resources available to undertake research.		
Key Words: innovation, micro business, budget, factors, USP, target market, market research			
C - PEST (Political, Economic, Social, Technological) analysis	political: governmental changes, new regulations, changes in taxation	Bell work each lesson on knowledge recall 1-5	
	economic: consumer confidence in the economy, growth/recession, level of employment, cost of borrowing, cost of energy		
	social: changing consumer behaviour and trends		
	technological: social media, energy efficiency, technological trends, costs of marketing and selling		
	Suitability of recommendations made according to the potential positive and negative impact on costs and revenues.		
	Key Words: GDP, recession, boom, slump, consumer confidence, interest rates, inflation		

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Business	Year 10 – Half Term 3		
Topic	Content	Formative Assessments?	Link(s) to an example lesson
C - SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis	strengths: effective planning and financing, marketing and promoting the enterprise, location, reputation, unique selling point (USP), strong branding, competitive advantage	Bell work each lesson on knowledge recall 1-5	<p>PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.</p>
	weaknesses: unforeseen human resources costs (i.e. staff illness), lack of investment, poorly performing product/service, competitive disadvantage		
	opportunities: growing market trends, developments in technology, gaps in the market, government policy changes, loans and grants, funding, events/holidays, development of additional products and services, adaptations to existing market offering, developing adapted marketing strategies, amendments to staffing, alternative investment decisions		
	threats: competitors, supplier problems, developments in technology, government policy, lack of funding, market changes. Ability to react to the strengths, weaknesses, opportunities and threats according to the potential positive and negative impact on costs and revenues.		
	ALL PSA 1 KNOWLEDGE IS NOW TAUGHT		
Key Words: suppliers, bankrupt, debtors, creditors, strategy, failure, growth			

Business	Year 10 – Half Term 4		
Topic	Content	Formative Assessments?	Link(s) to an example lesson
PSA 1 TYPE UP	PSA SECTION 1	PSA WRITE UP	PLEASE NOTE – ALL POWERPOINTS ARE AVAILABLE IN YOUR TEAMS CHANNEL AND ARE CLEARLY LABELLED FOR EACH LEARNING AIM.
	PSA SECTION 2		
	PSA SECTION 3		
	PSA SECTION 4		
	PSA SECTION 5		
	PSA SECTION 6		
Key Words: employees, skills, qualities, market research, primary, secondary, PEST, SWOT			

Summative Assessment:

Pupil End of Year Assessments will take place at the start of half term 6. These will cover all content taught in the first 5 half terms. This assessment will inform pupil Rank Order in the subject. As well as the content listed below, there is an expectation that staff will work with pupils to improve knowledge in areas of weakness identified in the summative assessments. This may include in school and out of school intervention, and collaborative and independent study.

Medium Term Planning Document: BTEC Business Year 10 2022-23

Business		Year 10 – Half Term 5	
Topic	Content	Formative Assessments?	Link(s) to an example lesson
PSA 2 A Choose an idea and produce a plan for a micro-enterprise idea	Choosing ideas for a micro-enterprise	Bell work each lesson on knowledge recall 1-5	
	Generation of ideas and choosing or rejecting ideas that may contribute to the likely success of an enterprise idea:		
	Innovative ideas which are realistic and within budget		
	potential constraints: budget, age constraints – i.e. not able to employ others, not able to have a loan from a lender, not able to rent premises		
	Market research project on 2 different ideas – marked out of 20		
PSA 2 A Choose an idea and produce a plan for a micro-enterprise idea	Ownership of the micro-enterprise: sole trader social enterprise	Bell work each lesson on knowledge recall 1-5	
	discussing the pros and cons of these 2		
	Aims of the micro-enterprise: o financial aims: to make a profit, to break-even, non-financial aims: customer satisfaction, social aims such as meeting a need in the community		

Business		Year 10 – Half Term 6	
Topic	Content	Formative Assessments?	Link(s) to an example lesson
PSA 2 A Choose an idea and produce a plan for a micro-enterprise idea	Features of the product (goods or services) to be sold, including: o ensuring product features and production of product is environmentally friendly and in the public interest, i.e. safe, ethical and legal	Bell work each lesson on knowledge recall 1-5	
	relevant benefits and unique selling points (USPs)		

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	Cost of the product and how this can be a feature and also a USP		
	Pricing of the product (goods or services) to be sold, including: o strategy: cost-plus/mark-up, competitive, skimming, penetration, premium o selling price		
	Factors impacting the price set: competition, production costs, choice of product, target market		
<p>PSA 2 A Choose an idea and produce a plan for a micro-enterprise idea</p>	Methods of promotion: o selection of methods of promotion: advertising, use of social media o cost effectiveness	Bell work each lesson on knowledge recall 1-5	
	Identifying the target market: o market segment o pricing strategy, selling price and promotion appeal and relevance to target market o how product will reach market: selling direct, online or both o establishing and sustaining sales to target customers		
	Resources required: o physical resources: location, materials, equipment, fixtures and fittings, information technology, stock o financial resources: sources of finance, calculation of start-up costs, running costs, and production costs/cost of sales o human resources: skills and roles, possible training and development needs o how the resources will be obtained/funded.		
	AIM TO COMPLETE UP TO AND INCLUDING PAGE 8 OF THE BUSINESS PLAN TEMPLATE		

SEND Adaptations

Unit 1 – coursework

- Lesson tasks are broken down into simple, short tasks usually lasting no longer than 5 minutes

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- Mark schemes will be shared before any extended writing tasks
- Key terms can be given to weaker students
- Sentence starters can be given for extended writing
- Breakdown of paragraph structure will be given to students in simple bullet point form
- Mark schemes will be provided in a simple format to highlight what needs to be included to achieve each mark ranging from 1-12
- Model paragraphs will be provided to demonstrate how mark scheme skills can be achieved

Unit 2 – exam

- Bell work prompts can be given for formulas I.e. this has a X + - in it
- Students can write down fewer options in bell work I.e. 2 fixed costs instead of 3
- Teachers can support with calculations or encourage students to use their formula sheet in the front of the book
- Double check students have a revision guide and it is out every lesson
- Double check they have marked numerical answers correctly
- Model answers are provided for any written questions, where students will highlight specific exam skills