	Year: 10		Subject:	Business	Autu	ımn 1	Autu	mn 2	Spring 1		
Intent	Subject Concepts (Substantive knowl	ledge)	Learning Aim A: Examine the characteristics of enterprises:		A1 What is an enterprise?	Prior Knowledge: How marketing and finance contribute to success Know the reasons why research is important for business success.	B1 Customer needs	Prior Knowledge: Understand the key word consumer. Characteristics of businesses What is enterprise	C2 External Factors	Prior Knowledge: Basic understanding of PEST analysis Basic understanding of interest and exchange rates How the above has an impact on the economy	
						Takeaway Learning: • Give examples on how chosen businesses adapt research to meet customer need. Businesses operating in student's local environment. • Size of businesses • Owners of these businesses		Takeaway Learning: Understand the needs of a customer Apply goods and services to the correct customer Target market		Takeaway Learning: • explain how the state of the economy has on businesses • Identify and explain how social trends can impact on businesses • Identify and explain how technology has played a part in business success	
			Learning Aim A: Examine the characteristics of the entrepreneur.		A2 Types and characteristics of SMEs	Prior Knowledge: Be able to explain the difference between quantitative and qualitative research. Understand the advantages and disadvantages of different research methods	B2 Using market research to understand customers	Prior Knowledge: Know the difference between primary and secondary research. Be able to give one example of primary research Be able to give one example of secondary research	C3 Situational Analysis	Prior Knowledge: Basic understanding of PEST analysis Basic understanding of interest and exchange rates How the above has an impact on the economy	
						Takeaway Learning: Know the different types of ownership. Understand the function of different businesses Know the SMART aims of different businesses		Takeaway Learning: Be able to explain the difference between quantitative and qualitative research. Understand the advantages and disadvantages of different research methods. Give examples on how chosen businesses adapt research to meet customer needs.		Takeaway Learning: How to illustrate the PEST analysis How to illustrate a SWOT analysis How to apply SWOT & PEST to a SMEs	
			Learning Aim B: Explore how market research helps enterprises to meet customer needs and competitor behaviour.		A3 The purpose of enterprises	Prior Knowledge: What a business is How ideas are generated for business	B3 Understanding competitors	Prior Knowledge: Know the reasons why research is important for business success. Mass/niche markets	C4 Measuring the success of an SME.	Prior Knowledge: Research into different SMEs What success might look like	
						Takeaway Learning: The difference between goods and services. Factors of production. How to compare the benefits of two successful businesses		Takeaway Learning: Be able to identify one competitor of another business Explain competitive advantage Apply competition to SMEs		 Takeaway Learning: Analysing the success of individual business Compare the success of SMEs 	
			_	Investigating the tribute to the success of	A4 Entrepreneurs	Prior Knowledge: Have some idea of the characteristics that famous entrepreneurs process	C1 Internal factors	Prior Knowledge: Basic understanding of SWOT analysis Will know some strengths and weaknesses of successful businesses should be able to link the above to their two chosen businesses.	Researching a SME for assessment.	Prior Knowledge: Understand of the characteristics of an entrepreneur and enterprise. Understand how to carry out research. Understanding of the external issues influencing	
						Takeaway Learning: Understand the characteristics needed to run a successful business. Understand the skills that are needed to run a successful business. How to compare the benefits of two successful businesses		Takeaway Learning: Identify and explain the strengths and weaknesses for one business Identify and explain the threats and opportunities for one chosen business Be able to identify and explain which elements of the SWOT analysis has the biggest influence on business success.		a SME Takeaway Learning: Comprehensive research of chosen SME ready for assessment.	
	Disciplinary Knowledge			How to use analysing tools – SWOT analysis		How to use a compe	etitor's analysis and PESTLE	How to use the PEST(LE) and SWOT analysis			
Busi	Common Misconceptions				 Failure to understand difference between inventor and entrepreneur. Skills and traits do not mean the same. 			customer and consumer. ate in both niche and mass	 The difference between a micro size and small business Ethical and environmental mean the same. 		

Enabling or Adapting the Curriculum	END Students	 Clear, calm, and consistent routines. Give positive direction and use praise. Define keywords. Type of ownership, struggle to understand the unlimited and liability concept. Allow time and give examples of the impact to a business. How the characteristics of the business support the success of a business, will struggle to make the links. – Increase the level of support by either budding up with a more able student or with sixth former support. Key terminology – keyword booklet, recall keywords 10 minutes at the beginning of the lesson. For students to achieve the best results they will have a bank of keywords which they have practised, connective words and a checklist of 	 Clear, calm, and consistent routines. Give positive direction and use praise. Define keywords. Qualitative will be straight forward but will find it difficult to write questions for quantitative data – Show examples, model a question, and give students extra time and adapt the number of questions they need a required to write. Competitor analysis document can be over whelming with the amount of content. Adapt the document for easier access and show an example of a completes document. Aspects of the SWOT analysis can be difficult to identify, normally, threats and opportunities. – Show examples of SWOT from students work from 	 Clear, calm, and consistent routines. Give positive direction and use praise. Define keywords. Analysis of the external issues impacting on business can be a complex topic. Bank of England resource is a good place to start. Visually shows how the economy works. To enable the students, show visuals to discuss each factor, show u-tube clips on the impact of different businesses. Use recordings from local businesses they are studying to high light the impacts. Adapt the template for easier access. Making links, business characteristics to
		 How the characteristics of the business support the success of a business, will struggle to make the links. – Increase the level of support by either budding up with a more able student or with sixth former support. Key terminology – keyword booklet, recall keywords 10 minutes at the beginning of the lesson. For students to achieve the best results they will have a bank of keywords which they have 	 students extra time and adapt the number of questions they need a required to write. Competitor analysis document can be over whelming with the amount of content. Adapt the document for easier access and show an example of a completes document. Aspects of the SWOT analysis can be difficult to identify, normally, threats and opportunities. – 	Visually shows how the economy works. To enable the students, show visuals to discuss each factor, show u-tube clips on the impact of different businesses. Use recordings from local businesses they are studying to high light the impacts. Adapt the template for easier access. • Making links, business characteristics to
Dia	ing dispute and Students	points students need to cover. Teacher will use mini wipe boards to support students with sentence starters or ideas they want record and discuss with peer or teacher.	the past. One to one support with TA or sixth former. Use a template with one example already given. Or use wipe boards, so they can verbally feedback their ideas. • For students to achieve the best results they will have a bank of keywords which they have practised, connective words and a checklist of points students need to cover. Teacher will use mini wipe boards to support students with sentence starters or ideas they want record and discuss with peer or teacher.	success of business can prove difficult. Allo more time, Use wipe boards for sentence starters. Create an individual action plan of points they need include in a logical structure. All students will have a checklist, adapt checklist for students. • For students to achieve the best results the will have a bank of keywords which they have practised, connective words and a checklist points students need to cover. Teacher will use mini wipe boards to support students with sentence starters or ideas they want record and discuss with peer or teacher.
Dis	isadvantaged Students	 Many will not have family working in businesses or discussions around businesses and the economy at home. – invite in outside speakers, Show a Dragons Dens episode in lesson, young enterprise competition. Purchase revision guides. Laptops provided to all students, therefore more access to pod casts and BBC Bitesize. Archived video recordings of businesses in the local area, compiled by the business department to support students with their research. 	 Many will not have family working in businesses or discussions around businesses and the economy at home. – invite in outside speakers, Show a Dragons Dens episode in lesson, young enterprise competition. Purchase revision guides. Laptops provided to all students, therefore more access to pod casts and BBC Bitesize. Archived video recordings of businesses in the local area, compiled by the business department to support students with their research. 	 Many will not have family working in businesses or discussions around businesse and the economy at home. — invite in outsi speakers, Show a Dragons Dens episode in lesson, young enterprise competition. Purchase revision guides. Laptops provided to all students, therefore more access to pod casts and BBC Bitesize. Archived video recordings of businesses in t local area, compiled by the business department to support students with their research.
Mo	lore Able Students	 Widen their understanding of the economy by encouraging them to read around current economic issues. Carry out more in-depth research around entrepreneurs and innovators and make comparisons on characteristics and skills. Provide extra case studies around topic with extended questions. 	 Carry out a competitor analysis on four businesses, rather than two, to give student a better understanding of the whole market. Identify and explain other types of market research not used in class. Find out the methodology behind each one and then analyse each method. Once a SWOT analysis has been carried out on their chosen business from the SME sector. Identify and carry out a SWOT analysis on a large business of their choice. 	 Carry out the extended PEST analysis. Using the PESTLE analysis will give students a broader understanding of the external issue impacting on their chosen business. To further their understanding, they would then research on how these factors are impacting on the UK economy. Research on how the UK economy and compare it to the Chinese economy.
Literacy/Numeracy Skills Voc	ocabulary	Key words booklet for component 1	Key words booklet for component 1	Key words booklet for component 1

	Reading Writing: Oracy:		 TNT Delivering a superior customer service. Source - Business Times 100 Write a report on the purpose and characteristics of a business they have researched. Using the BLT and PECAN strategies to support all students. Deliver presentation on business research 				 TNT Delivering a superior customer service. Source - Business Times 100 Write a report on the methodology behind their research. The findings and the impact on their chosen business. Using the BLT and PECAN strategies to support all students. Face to face interviews with business owners. Collecting research Data iPad for carrying out face to face interviews TNT Delivering a superior customer service. With task sheet. Source - Business Times 100 			 TNT Delivering a superior customer service. Source - Business Times 100 Write a report on the external issues impacting on their chosen business. Using the BLT and PECAN strategies to support all students. Feedback on their findings from PEST and PESTLE to clarify understanding. iPad for research TNT Delivering a superior customer service. With task sheet. Source - Business Times 100 		
	NUMERACY			Collecting research data								
	Digital Strategy			Pod casts opportunities and to carry out market research.								
	Home Learning			 TNT Delivering a superior customer service. With task sheet. Source - Business Times 100 								
Impact	•	cs of the enterprise and entrepreneur. ket research helps enterprises to meet	Date:		Content:	Entrepreneur skills and qualities. The purpose and	Date:		Types of market research and how it is used. Primary and	Date:	Content:	Testing knowledge on the external influences