



**Overall Curriculum Aim:**

Students explore the key GCSE themes: Activity, Influences, Marketing, Finance, Human Resources and Operations. Students develop their ability to be independent learners who are able to critically assess an unfamiliar business context.

**Scheme for Learning**

**Curriculum Area – Business**

**Overview – Year 10 GCSE Business 2021-22**

**Personnel Responsibility – Miss S Martin**

**Quality Assured by – Miss G Cox**

**Exam Board/Qualification – AQA**

Assessment Cycle	Topic/Unit Title	Rationale/Skill Development	Link to Assessment Objectives/Progression Scales Skills
1	Business Activity  “Why is business activity important?”	Students will explore the different types of business activity. They will investigate different types of growth including - internal and external.  They will explore different types of business ownership, growth, stakeholders and aims and objectives. They will use this grounding as a guide and point of reference for learning during the entirety of the course.	<b>Year 8 Enterprise Inn8.</b>  <b>Cloud 9 Cycle One - Business Ownership.</b>  This will allow students to be able to access learning and skills needed for component one and two.  Assessment Criteria A01, A02, A03.
2	Influences on Business  “What are the factors that impact business decisions?”	Students will explore different external factors, which are likely to impact on success. This will focus around the acronym of PESTLE, which covers – Political, Economic, Social, Technological, Environmental and Legal matters.  Students will investigate how size and structure if likely to be affected by this range of factors.	<b>Year 8 Enterprise Innov8.</b>  This will allow students to be able to access learning and skills needed for component one and two.  Assessment Criteria A01, A02, A03.
3	Finance  “Is profit more important than ethics?”	Students will investigate different financial documents and use these documents to analyse business performance. This will require a good grounding of numeracy skills, students will calculate profit margins, cash flow and break-even using unfamiliar data. They will then begin to understand how to make decisions based  Students will also explore different types of sources of finance available to businesses.	<b>Year 8 Enterprise Inn8.</b>  This will allow students to be able to access learning and skills needed for component one and two.  Assessment Criteria A01, A02, A03.
4	Marketing  “Why is it important that the 4 P’s	Students will refresh their knowledge on the 4 P’s and explore these in more depth. They will begin to understand how and why consumers purchase products and look at the strategies businesses use to encourage this.  Students will also explore different market research and how this can be used.	<b>Year 7 Enterprise Horizon.</b>  <b>Year 8 Enterprise Inn8.</b>  <b>Cloud 9 Cycle Three Marketing.</b>



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	<p>integrate with each other?"</p>	<p>in a unfamiliar business context.</p>	<p>This will allow students to be able to access learning and skills needed for component one and two.</p> <p>Assessment Criteria A01, A02, A03.</p>
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