

BUSINESS STUDIES - GCSE LONG TERM PLANS SHOWING WHAT EACH YEAR GROUP IS CURRENTLY DOING

(More detailed plans per year group showing the KS3 or KS4 journey are available if requested) These are 'live' documents

YEAR 10		HT1	HT2	HT3	HT4	HT5	HT6
BUSINESS STUDIES	BIG IDEA	Component 1 – Section 1 - Introduction to course and Business Characteristics and Purposes of Businesses, Mind-set and skills of entrepreneurs. Business ownership including aims and objectives.	Component 1 – Section 2 – Marketing The role of marketing. Segmentation and target marketing. The Marketing Mix. Product – Price – Place - Promotion		Component 1 – Section 3 - People The role of Human Resources. Recruitment, selection, motivation and communication within business. Training and development. Employment law		Component 1 – Section 4 – Production and Quality Various production methods. Quality models and processes used by business
	ASSESSMENT	Targeted questions to test recall and deeper understanding of topics. Teacher targeted observation and questioning. Example reports looking and business examples and case studies. Written evidence showing how specific businesses organise themselves.	Targeted questions to test recall and deeper understanding of topics. Deeper understanding is expected and will include longer examination-style questions. Teacher targeted observation and questioning. Example examination questions based upon topics covered and building upon all prior learning to date within the subject.		More in-depth questions and longer activities to test recall and probe for deeper understanding of topics. Deeper understanding and logical chains of analysis are expected and will include longer examination-style mock questions. Teacher targeted observation and questioning. Example examination questions upon all topics covered and building upon prior learning within the subject.		Preparation for Mock Exam in June which will be a previous examination paper - Unseen. Pupils will know the structure of questions and whole examination papers by this point of the course.
	ASSESSMENT INTENT	To assess progress against specified criteria Section 1 of Component 1 – looking at the characteristics and purposes of businesses including ownership.	To assess progress against specified criteria Section 2 of Component 1 – focusing upon the application of marketing techniques.		To assess progress against specified criteria Section 3 of Component 1 – focusing upon the impact that people have within business and how businesses get the very best from their staff.		To assess progress against specified criteria Section 4 of Component 1 – focusing upon the production methods and approaches used to ensure quality.
	WIDER CURRICULUM LINKS	The learning will link to current affairs – Values, and the world outside of school. Numeracy and	The learning will link to current affairs – Values, and the world outside of school. Numeracy and Literacy skills will be used as well as references to		The learning will link to current affairs – Values, and the world outside of school. Numeracy and Literacy skills will be used as well as references to		Whilst completing this area pupils will develop numeracy, literacy, and ICT skills as well as

		Literacy skills will be used as well as references to technological developments, historical events and geographical areas. Diversity will also be shown in terms of businesses in different countries and cultures.	technological developments, historical events and geographical areas.	technological developments, historical events and geographical areas.	knowledge of the local geographical and historical elements of the local and national economy. The learning will link to current affairs and the world outside of school.
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