Denton Community College

Departmental Curriculum

Subject: Business Studies   Year Group: Y10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	Business 1: business activity, marketing (J204/01)		Business 1: business activity, marketing and people (J204/01)		Business 1: people (J204/01)	
What will students do during this unit?	**1.1 The role of business enterprise and entrepreneurship** - The purpose of business activity and enterprise (spotting business opportunities, developing an idea for a business idea, satisfying customer needs) - Characteristics of an entrepreneur (creativity, risk taking, determination, confidence) - The concept of risk and reward	**1.5 Stakeholders in business** - The roles and objectives of internal and external stakeholder groups (owners, employees, customers, suppliers, government, local community) - The effect business activity has on stakeholders - The effect stakeholders have on business **1.6 Business growth** - Organic growth (increasing output, gaining new customers, developing new products, increasing market share)	**2.2 Market research** - The purpose of market research (identifying and understanding customer needs) - Primary research methods (questionnaires, interviews, trialling, focus groups) - Secondary research sources (newspapers and magazines, census, websites, internal data) - How appropriate different methods and sources of market research are for different business purposes - The use and interpretation of qualitative and	**3.1 The role of human resources** - The purpose of human resources in business **3.4 Recruitment and selection** - Why businesses recruit (replace employees who leave, business growth, skill gaps) - The use of different recruitment methods to meet different business needs (internal methods, external methods, job description and person specification) - Methods of selection (CV, application form, letter of application, interviews, tests, group activities, references)	**3.5 Motivation and retention** - Financial methods of motivation (pay, bonuses, profit sharing, fringe benefits - Non-financial methods of motivation - praise, award schemes, working environment - The importance of employee motivation - improved employee performance, helps employee retention - The importance of employee retention (already familiar with business and customers, saves time and expense of recruitment)	**3.6 Training and development** - Different training methods (induction, on-the-job, off-the-job) - Why businesses train their workers - Staff development (vocational and academic qualifications, apprenticeships) - The benefits to employees and businesses of staff development **3.2 Organisational structures and different ways of working** - Different organisational structures (tall, flat)

1.2 Business planning - The purpose of planning business activity (reducing risk, helping a business to succeed) - The role, importance and usefulness of a business plan (identifying markets, help with obtaining finance, identifying resources a business needs to operate, achieving business aims and objectives) **1.3 Business ownership** - The features of different types of business ownership (sole traders, partnerships, private and public limited companies) - The concept of limited liability - The suitability of differing types of ownership in different business contexts (start-ups and established businesses)	- External growth (mergers, takeovers - including horizontal, vertical, diversification) **2. Marketing** 2.1 The role of marketing - The purpose of marketing within business **2.4 The marketing mix** - The 'four Ps' of the marketing mix and their importance (price, product, place, promotion) - Product (design, invention, innovation) - Product - stages of the product lifecycle (introduction, growth, maturity, decline - Pricing methods (skimming, cost-plus, penetration, competitor, promotional) - Promotion - point of sale (price reductions, loss leaders, competitions, free samples) - Promotion - advertising (social media, websites, print media, television, radio) - Place - distribution of products and services	quantitative data in market research 2.3 Market segmentation - The use of segmentation to target customers (age, gender, income, location, lifestyle) **Topic 1 – Revisit**	**Topic 1 & 2 Revisit** **3.7 Employment law** - The impact of current legislation on recruitment and employment	**3.3 Communication in business** - Ways of communicating in a business context (letter, email, text, phone, meeting/presentation, social media, website) - The importance of business communications - The influence of digital communication on business activity 3.2 Organisational structures and different ways of working - Different organisational structures (tall, flat) - The terminology of organisation charts (span of control, chain of command, delegation, subordinates, authority) - Why businesses have different organisational structures (importance of effective communication, different job roles and responsibilities, different ways of working) - Ways of working (full-time, part-time, flexible	- The terminology of organisation charts (span of control, chain of command, delegation, subordinates, authority) - Why businesses have different organisational structures (importance of effective communication, different job roles and responsibilities, different ways of working) - Ways of working (full-time, part-time, flexible working, temporary work, working from home, working whilst mobile, self-employed) **Topic 1, 2 & 3 Revisit**

	1.4 Business aims and objectives - The aims and objectives of business (profit, survival, growth, providing a service, market share) - How and why objectives might change as businesses evolve - Why different businesses may have different objectives	(digital and physical distribution channels) -How the four Ps of the marketing mix work together - The use of the marketing mix to inform and implement business decisions - Interpretation of market data (changes in demand, target market and market share, changes in product and effects of promotion)			working, temporary work, working from home, working whilst mobile, self-employed) **Topic 1 & 2 Revisit**	
When will students be assessed?	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock: TOPIC 1 MOCK	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock	- Every two weeks students have topic mini assessment - Every half term students have a topic(s) mock
How will students be assessed?	OCR Assessment Booklet One OCR Mock Paper 1 Questions	TOPIC 1 MOCK	OCR Assessment Booklet One OCR Mock Paper 1 Questions	OCR Assessment Booklet One OCR Mock Paper 1 Questions	Y10 MOCK EXAM & OCR Mock Paper 1 Questions	
Key Vocabulary	Opportunity, idea for a business, satisfying the needs of customers creativity, risk taking, determination, confidence, reducing risk, helping a business to succeed, identifying markets, aims and	Owners, employees, customers, suppliers, government, local community, increasing output, gaining new customers, developing new products, increasing market share mergers, takeovers - including	Identifying and understanding customer needs, questionnaires, interviews, trialling, focus groups, newspapers and magazines, census, websites, internal data	Replace employees who leave, business growth, skill gaps, internal methods, external methods, job description and person specification, CV, application form, letter of application,	Pay, bonuses, profit sharing, fringe benefits, praise, award schemes, working environment , improved employee performance, helps employee retention, already familiar with business and customers,	Induction, on-the-job, off-the-job , development of the business, improve productivity, skill shortages, customer service, motivation and retention, vocational and academic

	objectives, sole traders, partnerships, private, public limited companies, profit, survival, growth, providing a service, market share	horizontal, vertical, diversification price, product, place, promotion design, invention, innovation introduction, growth, maturity, decline skimming, cost-plus, penetration, competitor, promotional price reductions, loss leaders, competitions, free samples social media, websites, print media, television, radio digital and physical distribution channels		interviews, tests, group activities, references Discrimination, employees' right to a contract, holidays, hours of work	saves time and expense of recruitment Letter, email, text, phone, meeting/presentation, social media, website	qualifications, apprenticeships Tall, flat, span of control, chain of command, delegation, subordinates, authority , importance of effective communication, different job roles and responsibilities, different ways of working , full-time, part-time, flexible working, temporary work, working from home, working whilst mobile, self-employed
Homework opportunities to broaden or deepen student knowledge	Revision is set each week with a range of activities – revision cards - revision maps - memory recall games - past papers Topic 1	Revision is set each week with a range of activities – revision cards - revision maps - memory recall games - past papers Topic 1	Revision is set each week with a range of activities – revision cards - revision maps - memory recall games - past papers Topic 1	Revision is set each week with a range of activities – revision cards - revision maps - memory recall games - past papers Topic 1	Revision for MOCK EXAM WEEK	
Links to the National Curriculum						