



YEAR 10 GCSE BUSINESS SPRING TERM 2

'An ambitious curriculum that meets the needs of all'



Medium Term Planning – Making the business effective

Intent	<ul style="list-style-type: none"> What the marketing mix is and the importance of each element: Price, Place, Product & Promotion Balancing the marketing mix based on the competitive environment. The impact of changing consumer needs on the marketing mix. The impact of technology on the marketing mix: e-commerce, digital communication. The importance of business plans To identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. The role and importance of a business plan in minimising risk and obtaining finance. Who business stakeholders are and their different objectives: <ul style="list-style-type: none"> shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses: <ul style="list-style-type: none"> how stakeholders are affected by business activity how stakeholders impact business activity possible conflicts between stakeholder groups The skills to answer a 9 mark exam question.
Cross Curricular Links	<ul style="list-style-type: none"> SMSC: being aware of stereotyping in marketing and the ethics behind this and how some marketing campaigns have become well known for the wrong reason. Diverse use of case studies and business examples to give practical application to learning. PSHE: The importance of financial planning, the use of social media in marketing Literacy: Use of tier vocabulary as identified in the SOW. Numeracy: Sources of finance, Cash flow
Becoming future ready	<p>Personal Skills: Listening – watching videos and team work.</p> <p>Employability: You will be in a stronger position to understand selecting a business location and how to promote, price and place a business idea</p>
Differentiation	<p>Throughout this topic, quality first teaching will provide differentiation:</p>
QFT/SEND Provision	<p>By product: different learners are asked to present outcomes in a different way via pieces of writing, targeted questioning, models and drawings and speaking.</p> <p>By resource: Worksheets are clearly presented and accessible. Instructions are clearly outlined and separate from the information so that pupils know where to begin and end. Handouts are differentiated by outcome. Resources used will appeal to the range of preferred learning styles of pupils e.g. visual, auditory or kinesthetic learners. Scaffolding of tasks – word frames.</p> <p>By Intervention: by providing different levels of supervision and support</p> <p>By Progressive Questioning: exploring pupils' understanding through interactive dialogue using Blooms Taxonomy.</p> <p>By Grouping: according to prior attainment, gender, social preference, preferred learning style.</p> <p>By Task: Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.</p> <p>By Offering Optional Activities: In class or as homework, to extend learning.</p> <p>This QFT/SEND provision will be explicit within the lesson by lesson schemes of work.</p> <p>By assessment: The use of writing frames and modelling to support with making progress for all in exam technique and assessments</p>
Intent & Implementation	<p>In Year 10, we want to embed the curriculum so that pupils know tier 3 vocabulary and understand what is happening in the business world and how this can impact a business in either a positive / negative way.</p>
Learning Outcomes (Most Powerful Knowledge)	<ul style="list-style-type: none"> Students will be able to explain what the marketing mix is. Students will be able to discuss why balancing the marketing mix is important within a competitive environment. Students will be able to identify the impact of technology on the marketing mix. Students will be able to explain the role of a business plan and what information it should contain. Students will be able to explain how the components of the marketing mix work together Students will be able to describe the role and importance of a business plan in minimizing risk. Students will be able to identify different stakeholders within a business. Students will be able to discuss why different stakeholders have an interest in a business. Students will be able to highlight areas of conflict that may arise between stakeholders. Students will be confident in answering a 9 mark exam question.
Current learning to be developed in the future within:	<ul style="list-style-type: none"> Marketing Mix- how changes in the external economy may impact the components of the marketing mix Cash flow of small and large businesses – how the economy can impact this.
Impact	

Assessment	See assessment map
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