

## Business – (CN Enterprise – Year 10) 2022-2024

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	Market Research Sampling methods	Market Segmentation Identifying a customer profile Design Mix Design Creations SWOT analysis	Costs Variable Fixed Revenue Profit Breakeven Risks PESTLE analysis	Brand identity/image Promotion Create a pitch	Deliver pitch Pitch review	Characteristics of enterprise
Assessment	<u>R068 – Create a Business Proposal</u> Task 1	<u>R068 – Create a Business Proposal</u> Task 2-3	<u>R068 – Create a Business Proposal</u> Task 4-6	<u>R069 – Market and pitch a business proposal</u> Task 1-3 Practice pitch	<u>R069 – Market and pitch a business proposal</u> Task 4-5 Assessed pitch review	<u>R067 - Enterprise and Marketing Concepts</u> Mock Test
	Arts Mark	Revision posters to aid memory	Revision posters to aid memory	Designing a product using Paint 3D	Preparing Powerpoint	Rehearsing/ Presentation skills in front of an audience

<b>Building on prior learning</b>	Business builds on student’s numeracy skills from KS3 with formulas, calculations, percentages as well as literacy skills used for creating coherent coursework in report format and use of Powerpoint to create their business pitch.
<b>Enrichment within the Curriculum</b>	Researching business in details to see what makes them successful and interviewing real business entrepreneurs.
<b>Extracurricular opportunities</b>	Ability to join young enterprise and create own products to sell and make profit.
<b>Positive impacting on personal development (SMSC)</b>	Looking at business ethics and how businesses can become more eco friendly and ethical in the way they conduct their business. Benefits to a business of looking after their staff.
<b>Preparing for the next stage of education</b>	The Cambridge National course covers the main topics of finance and accounting for A Level or BTEC L3 Business at Sixth Form. It develops student’s skills on researching and report writing and word processing skills along with referencing skills.
<b>Ways to support your child’s learning</b>	Praise for effort rather than being ‘clever’ shows them that by working hard they can always improve
Visits and trips Websites / books /papers / magazines TV/Films Blogs/ podcasts	Revision guides, homework and revision skills. Using Seneca.com for revision. Watching/reading the news on business and the economy