



Wesgreen International School | Inspiring Excellence, Empowering Global Minds
Programme of Study – Year 10 Business studies

	Theme	Overview of key learning to take place	How learning will be assessed
Term 1	Unit 1: Understanding Business activity Unit 3: Marketing	<p>Key Topic 1: The purpose and nature of business activity.</p> <ul style="list-style-type: none"> a) I can understand the concepts of needs, wants, scarcity and b) opportunity cost c) I can analyse the importance of specialization and purpose of business activity. d) I can explain the concept of adding value and how added value can be increased. <p>Key Topic 2: Classification of businesses.</p> <ul style="list-style-type: none"> e) I can identify the Basis of business classification, using examples to illustrate the classification. f) I can analyse the reasons for the changing importance of business classification, e.g. in developed and developing Economies. <p>Key Topic 3: Enterprise, business growth and size.</p> <ul style="list-style-type: none"> a) I can identify the characteristics of successful entrepreneurs. b) I can understand the Contents of a business plan and how business plans assist entrepreneurs. c) I can explain with reasons why and how governments support business start-ups, e.g. grants, training schemes d) I can explain the methods of measuring business size, e.g. number of people employed, value of output, capital employed (profit is not a method of measuring business size) e) I can evaluate the limitations of methods of measuring business size f) I can explain why some businesses grow- its different ways and others remain small. 	<p>Formative assessment to take place 6 times per term. Feedback will be given to help students to improve and progress in the topic area. Grades will not be given at this time.</p> <p>EXAMPLES OF FORMATIVE ASSESSMENT TASKS, WHICH WILL BE USED THIS TERM IN END OF UNIT TESTS:</p> <ul style="list-style-type: none"> Class Assignments Past Paper based projects Quizzes Presentations <p>Summative assessment at end of units studied. Minimum of 2 summative end of unit assessments per term. Students will receive a percentage for this assessment. End of unit major tests – Written Test will be based on Structured questions following CIE criteria for Paper 1 & 2.</p>

- g) I can explain with reasons why some (new or established) businesses fail- causes of business failure

Key Topic 4: Types of business organisation

- a) I can identify the main features of different forms of business organisation-Sole traders, partnerships, private and public limited companies, franchises and joint ventures.
- b) I can differentiate between unincorporated businesses and limited companies.
- c) I can explain the concepts of risks, ownership and limited liability
- d) I can recommend and justify a suitable form of business organisation to owners/management in a given situation
- e) I can explain the types of business organisations in the public sector, e.g. public corporations.

Key Topic 5: Business objectives and stakeholder objectives

- a) I can explain with reasons how businesses can have several objectives and the importance of them can change.
- b) I can differentiate the role of stakeholder groups involved in business activity e.g., internal and external
- c) I can explain the differences in the objectives of private sector and public sector enterprises

Unit 3: Marketing

Key Topic 1: the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation.

- a) I can understand the role of marketing and why it is important for businesses to satisfy the needs of both existing and new customers.

Key Topic 2: The central role of the marketing mix

- a) I can identify and explain the costs and benefits of developing new products.

		<ul style="list-style-type: none"> b) I can explain the concept of brand image and its impact on sales and customer loyalty. c) I can identify and explain the role of packaging. d) I can draw and interpret a product life cycle diagram, identify, and explain the main stages of the product life cycle, including extension strategies; and explain how stages of the product life cycle can influence marketing decisions. e) I can explain how the internet and social networks are used for promotion.. f) I can identify and explain the main pricing methods and be able to select and recommend an appropriate pricing method in given circumstances. g) I can understand the significance of price elasticity of demand. h) I can identify and explain the advantages and disadvantages of different channels and be able to select and justify an appropriate distribution channel in given circumstances. i) I can evaluate different methods of promotion and explain how they influence sales 	
Term 2	<p>Unit 3: Marketing Unit 2: People in business</p>	<p>Unit 3: Marketing Key Topic 1: the role of marketing, the distinctions between niche and mass markets and the techniques of market segmentation.</p> <ul style="list-style-type: none"> a) I can identify and explain the benefits and limitations of each approach to marketing b) I can identify how and why market segmentation is undertaken and select and justify an appropriate method of segmentation in given circumstances. <p>Key Topic 2: The methods and importance of market research are covered.</p> <ul style="list-style-type: none"> c) I can understand the need for market research and the methods used. d) I can present and use market research results. 	<p>Formative assessment to take place 6 times per term. Feedback will be given to help students to improve and progress in the topic area. Grades will not be given at this time.</p> <p>EXAMPLES OF FORMATIVE ASSESSMENT TASKS, WHICH WILL BE USED THIS TERM IN END OF UNIT TESTS:</p> <p>Class Assignments Past Paper based projects Quizzes Presentations SBLF</p>

Key Topic 3: The central role of the marketing mix

- a) I can explain the importance of a marketing budget, and the need for cost effectiveness in spending the marketing budget.
- b) I can identify and explain the concept of e-commerce and the opportunities and threats of e-commerce for businesses and consumers.
- c) I can justify appropriate marketing strategies in each situation.
- d) I can identify and explain the impact of legal controls on marketing.
- e) I can identify and explain the opportunities and problems of entering new markets abroad and understand the benefits and limitations of methods to overcome such problems.

Unit 2: People in business

Key Topic 1: Motivating employees

- a) I can identify the importance of a well-motivated workforce
- b) I can understand the benefits of a well-motivated workforce
- c) I can analyse and evaluate the motivational theories suitable for different business scenario
- d) I can identify and explain the different methods of motivation
- e) I can recommend and justify different methods of motivation in different circumstances.

Key Topic 2: Organisation and management

- a) I can draw, interpret and understand simple organizational charts
- b) I can explain the functions of management and importance of delegation to business and manager.
- c) I can identify and explain leadership styles
- d) I can recommend and justify appropriate leadership styles in different circumstances.

Summative assessment at end of units studied.

Minimum of 2 summative end of unit assessments per term.

Students will receive a percentage for this assessment.

End of unit major tests – Written

Test will be based on Structured questions following CIE criteria for Paper 1 & 2.

		<p>e) I can explain the benefits of trade union to business and employees.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Term 3</p>	<p>Unit 2: People in business Unit 4: Operations management</p>	<p>Unit 2: People in business Key Topic 3: How businesses are organized and managed and the methods of recruitment, selection and training of employees are also considered.</p> <ul style="list-style-type: none"> a) I can identify and explain the main stages of recruitment and understand the difference between internal and external recruitment. b) I can identify and explain the benefits and limitations of part-time and full-time workers. c) I can understand the importance of training to a business and employees. d) I can understand the benefits and limitations of induction training, on-the-job and off-the-job training. e) I can explain the difference between dismissal and redundancy. f) I can identify and explain situations when downsizing may be necessary. g) I can identify factors and be able to explain and justify which workers should be recruited/made redundant in given circumstances. <p>Key Topic 4: Finally, the section covers the importance and methods of effective internal and external communication.</p> <ul style="list-style-type: none"> a) I can explain the main types of legal control relating to employment issues and understand their impact on employers and employees. b) I can understand why effective communication is important and the methods used to achieve it. <p>Unit 4: Operations management Key Topic 1: The importance of managing resources effectively, reason for holding inventories, difference between production and productivity.</p>	<p>Formative assessment to take place 6 times per term. Feedback will be given to help students to improve and progress in the topic area. Grades will not be given at this time.</p> <p>EXAMPLES OF FORMATIVE ASSESSMENT TASKS, WHICH WILL BE USED THIS TERM IN END OF UNIT TESTS: Class Assignments Past Paper based projects Quizzes Presentations</p> <p>Summative assessment at end of units studied. Minimum of 2 summative end of unit assessments per term. Students will receive a percentage for this assessment. End of unit major tests – Written Test will be based on Structured questions following CIE criteria for Paper 1 & 2.</p>

- a) I can understand - managing resources effectively to produce goods and services
- b) I can explain the difference between production and productivity
- c) I can analyse the benefits of increasing efficiency and how to increase it, e.g. increasing productivity by automation and technology, improved labour skills
- d) I can explain the reasons why businesses hold inventories
- e) I can explain the concept of lean production: how to achieve it, e.g. just-in-time inventory control and Kaizen; benefits of lean production.

Key Topic 2: Main methods of production and use of technology

- a) I can outline the features, benefits and limitations of job, batch and flow production
- b)** I can recommend and justify an appropriate production method for a given situation
- c)** I can explain how technology has changed production methods

Key Topic 3: Achieving quality production

- a) I can explain with reasons why quality is important and how quality production might be achieved:
- b) I can explain the concept of quality control and how businesses implement quality control.
- c) I can explain the concept of quality assurance and how this can be implemented

Key Topic 4: Location decisions

- a) I can explain the main factors influencing the location and relocation decisions of a business.
- b) I can explain the factors relevant to the location decision of manufacturing businesses and service businesses.
- c) I can explain the factors that a business could consider when deciding which country to locate operations in
- d) I can explain the role of legal controls on location decisions.

		<p>e) I can recommend and justify an appropriate location for a business in given circumstances.</p>	
	<p>Revision and End of Year Assessments</p>	<p>List content here to be revised in preparation for End of Year Assessment All the topics from section 1 to 6 will be revised:</p> <ol style="list-style-type: none"> 1. Understanding business activity 2. People in business 3. Marketing 4. Operations management <p>Past paper question from 0450- Paper 1 and 2- challenging questions will be chosen for revision on each section and the student skills will be assessed in EOY exam.</p>	<p>What is the style of the assessment?</p> <p>Formative: Throughout the units, students will complete graded work, quizzes, class work and homework assignments based on topical past papers which allows the teacher to assess the students' attainment and inform their planning by diagnostic marking.</p> <p>Summative: At the end of each term, we complete internal and standardized tests. This allows us to measure the students' progress throughout the term and year.</p>