



# Year 10 Business



## What have students at St. Crispin's been taught to understand and be able to do?

### Core Knowledge

#### UNIT 1 - BUSINESS ACTIVITY

Students start the course by learning the basics including;

- Business enterprise and entrepreneurship, including investigating the success and characteristics of real life entrepreneurs
- Business planning, the value and content of a basic business plan is introduced to students
- Business ownership, an interesting topic as students will learn about the different forms of business ownership such as sole trader, partnerships and companies and be able to select appropriate forms
- Business aims and objectives, students will learn why businesses chose different objectives and understand the diversity of objectives
- Stakeholders in business, students gain an insight into different needs of a range of stakeholder group both internal and external

Overall this is an exciting unit in which students will learn new knowledge as well as developing a share dealing portfolio.

#### UNIT 3 - PEOPLE

This unit involves looking at the role and treatment of employees within business, knowledge taught includes;

- Organisational structures and different ways of working, students will understand that protocols and communications are different across different sized organisations and they will be introduced to terminology relating to HRM
- Recruitment and selection, this is a very relevant element and students will gain an insight on the importance of a range of recruitment documents and laws
- Motivation and retention, students will become familiar with a range of financial and non-financial methods used to motivated staff.

### Core Skills

Skills Learners are required to draw on their knowledge and understanding to:

- use business terminology to identify and explain business activity
- apply business concepts to familiar and unfamiliar contexts
- develop problem-solving and decision making skills relevant to business
- investigate, analyse and evaluate business opportunities and issues
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills
- improve employability by developing ICT skills and being familiar with documents associated with business practice (eg CVs, job descriptions, business plans, cash flows)
- make justified decisions using both qualitative and quantitative data, including its selection, interpretation, analysis and evaluation and the application of appropriate quantitative skills.

In addition we use computer programmes such as Excel and Publisher. The department encourages the use of formulas for constructing accounts and share dealing.



# Year 10 Business continued



## What have students at St. Crispin's been taught to understand and be able to do?

### UNIT 3 - PEOPLE continued

- Training and development, on and off the job training and professional development is investigated
- Employment law, this element is very practical and useful and includes working time directives, pay and holiday allowance.

### UNIT 2 - MARKETING

Students find this unit exciting and have the chance to develop their creative side. We use real examples of promotions used in larger and smaller business and look at the cost effectiveness of promotions.

The role of marketing, market research and market segmentation.

The marketing mix is then explored in further detail (price, product place and promotion).

## How has learning been assessed?

DATE	ASSESSMENT TYPE
October Term 1A	Class Test - different types of business organisations
December Term 1B	Unit 1 Test - MCQ Short answers
April Term 3a	Mock exam Units 1 and 3
June Term 3b	Unit 2 Test MQC's 3 marker 7 marker

## What is coming up in the following year?

**Unit 4 Operations** - including customer service, location of business and procurement

**Unit 5 Finance** - a chance to also develop business plans introduced in unit 1

**Unit 6 Influences on business** - including some basic economics and international trade

**Unit 7 The interdependent nature of business.**