

## Year 10 (Unit 1)

Term	Autumn Term		Spring Term		Summer Term	
Half term	HT1	HT2	HT3	HT4	HT5	HT6
Unit Titles lengths:	Topic 1: Enterprise and Entrepreneurship	Topic 2: Spotting a Business Opportunity	Topic 3: Putting a Business Idea into Practice (Part 1)	Topic 4: Making the Business Effective	Topic 5: Understanding External Influences on Business (Part 1)	Topic 5 Continued + Theme 1 Review and Assessment Preparation
Learning objectives  Substantive and procedural knowledge covered in the unit	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Understand key terms: entrepreneur, enterprise, risk, reward, innovation, business failure.</li> <li>Explore the role of entrepreneurs in adding value, reducing risk and identifying business opportunities.</li> <li>Learn how new business ideas arise from changes in technology and customer needs.</li> <li>Introduce basic exam technique for 2- and 3-mark questions.</li> </ul>	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Understand customer needs and how businesses use market segmentation.</li> <li>Learn about primary and secondary research, and interpreting data.</li> <li>Develop awareness of market mapping and identifying business gaps.</li> <li>Refine exam skills including 3- and 6-mark responses.</li> </ul>	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Introduction to business aims and objectives.</li> <li>Explore revenue, costs and profit; calculation methods.</li> <li>Learn break-even analysis and margin of safety.</li> <li>Understand cash flow forecasting and liquidity basics.</li> </ul>	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Explore ownership types (sole trader, ltd), liability and implications.</li> <li>Understand business planning and purpose of business plans.</li> <li>Examine business location and marketing mix factors.</li> </ul>	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Explore stakeholders and pressure groups.</li> <li>Understand influence of interest rates, unemployment and income tax.</li> <li>Introduce ethics, environmental issues and legislation.</li> </ul>	Learning objectives / Substantive and procedural knowledge: <ul style="list-style-type: none"> <li>Recap of full Theme 1 content.</li> <li>Application and evaluation skills for longer-answer exam questions.</li> <li>Preparation for end-of-year assessment using past paper practice.</li> </ul>
Key ideas/ Themes:	<ul style="list-style-type: none"> <li>Enterprise, innovation and value.</li> <li>The role of the entrepreneur.</li> </ul>	<ul style="list-style-type: none"> <li>Knowing your customer.</li> <li>Market research and segmentation</li> </ul>	<ul style="list-style-type: none"> <li>Financial foundations of business.</li> <li>Short-term vs long-term success.</li> </ul>	<ul style="list-style-type: none"> <li>Structure and planning for business success.</li> <li>Choosing location and ownership.</li> </ul>	<ul style="list-style-type: none"> <li>Outside forces that shape business decisions.</li> <li>Ethics and responsibility.</li> </ul>	<ul style="list-style-type: none"> <li>Interconnections of theme topics.</li> <li>Retrieval and application for assessment.</li> </ul>
Prerequisite knowledge:	KS3 Citizenship and PSHE: aspirations, consumer awareness. Basic understanding of risk/reward from life experiences.	HT1: Value, innovation and identifying gaps. KS3 Geography/IT: use of data, graphs and charts.	HT1-2: Customer needs, value, risk. KS3 Maths: graphs, percentages, basic operations.	HT3: Financial planning and objectives. HT2: Customer focus and segmentation.	HT1-4: Business models, aims, customer focus. KS3: Citizenship and moral/ethical debates.	All of Theme 1. Previous end-of-unit assessments.
Outcomes  (Stickable- output that the student produces to demonstrate their knowledge)	Definitions of entrepreneur, enterprise, risk, reward, innovation, and business failure written clearly in student books. A labelled diagram illustrating examples of market gaps and business opportunities. A completed table comparing the rewards and drawbacks of risk-taking, with real-world business examples. An annotated case study showing how a specific business adds value (highlighting methods and outcomes). A 2-mark exam-style answer: "Explain one reason why adding value is important for a business." A 3-mark response to: "Explain how FreshWave could reduce risk by using market research." A 2-mark response: "Explain how FreshWave's USP helps attract customers." A completed worksheet matching customer needs and wants to product features. A labelled visual or diagram explaining how new business ideas come from changes in technology or consumer needs. A scenario-based activity with written justifications identifying risk or reward. A retrieval activity or review grid summarising learning from Topic 1.1.	Clear definitions written for key terms: market segmentation, customer needs, primary research, and secondary research. A labelled market map featuring four real or fictional businesses. A student-designed market map based on a provided business scenario. A completed comparison table of the advantages and disadvantages of primary and secondary research. A 3-mark answer: "Explain one reason why a business might lower prices of its products." An identified market gap on a market map with a written explanation of the opportunity. A 3-mark answer: "Explain how market mapping helps identify customer needs." A 3-mark answer: "Explain one benefit of having a unique selling point (USP)." A case study task explaining why differentiated products are important in a competitive market. A short written response identifying business competitors and explaining why they matter. A justification paragraph (3-4 sentences) evaluating two business locations and selecting the most suitable. A bullet point summary listing reasons why new business ideas come about (e.g., technology, trends). An evaluative response comparing two promotional strategies for reaching a specific customer segment. A retrieval quiz or past paper-style task on identifying and understanding customers.	Create a table distinguishing between financial and non-financial business objectives. Complete a matching activity: business types with typical aims (e.g. sole trader → survival). Analyse a case study and answer: "Why might a business shift from survival to growth?" (3 marks) Draw a visual timeline showing how aims and objectives might change at each stage of growth. Categorise aims as internal or external using a T-chart in your book. Complete a retrieval grid covering key aims and objectives definitions and examples. Use a given scenario to write: "Explain how this business's location may affect its objectives." (3 marks) Evaluate two different objectives for a new tech start-up and recommend one (6 marks). Complete a table linking stakeholder groups (e.g. employees, owners, customers) to their likely influence on business aims. Write a short paragraph: "Why is it important for a business to review and update its aims regularly?" Tackle a scenario question with: "Explain one benefit and one drawback of having multiple objectives." (4 marks) Answer a past-paper style extended question: "Evaluate how important non-financial objectives are to small businesses." (9 marks) Complete a knowledge organiser or mind map summarising the key points of Topic 3.	Write 3 differences between a sole trader business and a large company using a visual prompt. Complete a matching task linking key terms to correct definitions. Answer multiple choice questions on business location and ownership. Create a mini business plan for a product sold outside a school: Write a 3-4 sentence evaluation of which location suits a given business type and why. Create a unique business name for a range of products (e.g. bakery, clothing, gaming). Label and annotate a marketing mix diagram (product, price, place, promotion). Write four full sentences describing the marketing mix for a chosen product. Decide whether key statements about business ownership are true or false and explain. Match different businesses (e.g. coffee shop, online store, factory) to their ideal location and justify. Complete a past paper-style multiple-choice quiz (e.g. 5 questions, 1 mark each). Create a table comparing the features and risks of different forms of business ownership. Complete review questions or a retrieval quiz to consolidate key ideas from Topic 4	Complete a table listing different stakeholder groups and their interests (e.g. owners, customers, suppliers). Write a paragraph: "Explain how a business might respond to stakeholder pressure." (3 marks) Match real-life business scenarios to the correct stakeholder conflicts. Annotate a scenario explaining how interest rate changes affect business costs and consumer spending. Complete a case study response: "Explain one impact of higher unemployment on a local business." (3 marks) Draw and label a spider diagram showing the external influences on a business. Complete a sorting task: ethical vs unethical business practices (e.g. fair trade, misleading adverts). Write a mini-essay: "Should businesses always act ethically? Justify your view." (6 marks) Read a short scenario and answer: "Explain one way legislation protects employees." (2 marks) Compare two government actions (e.g. tax increase vs minimum wage rise) and their impact on business. Write a 4-mark answer: "Explain how rising inflation might affect a small retailer." Do a retrieval quiz covering external influences (multiple-choice and short answers).	Retrieval quizzes and flashback tasks across Topics 1-5. Completed revision mind maps and exam technique strategies. Past paper questions with full exam response practice. Whole-topic written reflections and improvement tasks.

# Business - Long term plans

## Year 11 (Unit 2)

Term	Autumn Term		Spring Term		Summer Term	
Half term	HT1	HT2	HT3	HT4	HT5	HT6
Unit Titles lengths:	2.1 Growing the Business 2.2 Making Marketing Decisions	2.3 Making Operational Decisions	2.3 Making Operational Decisions  2.4 Making Financial Decisions	2.3 Making Operational Decisions  2.5 Making Human Resource Decisions	Theme 1 & 2 Revision and Exam Practice EXAM 1 - May 11 EXAM 1 - May 21	
Learning objectives  Substantive and procedural knowledge covered in the unit	<ul style="list-style-type: none"> <li>- Understand methods of business growth and financing</li> <li>- Analyse aims, objectives and ethical impacts in growing businesses</li> <li>- Evaluate and apply the marketing mix to changing scenarios</li> </ul> Substantive Knowledge <ul style="list-style-type: none"> <li>• Business growth methods and ownership types.</li> <li>• Marketing mix decisions and product lifecycle.</li> <li>• Impact of globalisation, ethics, and technology on marketing.</li> </ul> Procedural Knowledge <ul style="list-style-type: none"> <li>• Apply marketing concepts to real businesses.</li> <li>• Analyse how growth affects finance and ownership.</li> <li>• Use data to justify marketing decisions.</li> </ul>	<ul style="list-style-type: none"> <li>- Understand production processes and the role of procurement</li> <li>- Apply concepts of quality and customer service to business scenarios</li> </ul> Substantive Knowledge <ul style="list-style-type: none"> <li>• Production methods and efficiency.</li> <li>• Quality control and stock management.</li> <li>• The role of customer service in operations.</li> </ul> Procedural Knowledge <ul style="list-style-type: none"> <li>• Recommend production methods for given contexts.</li> <li>• Evaluate the impact of operational decisions on business performance.</li> <li>• Use scenarios to assess quality and stock approaches.</li> </ul>	<ul style="list-style-type: none"> <li>- Analyse and interpret financial data and statements</li> <li>- Evaluate financial decision-making using calculations and context</li> </ul> Substantive Knowledge <ul style="list-style-type: none"> <li>• Recruitment, training and motivation methods.</li> <li>• Organisational structures and communication.</li> <li>• The role of HR in achieving business aims.</li> </ul> Procedural Knowledge <ul style="list-style-type: none"> <li>• Apply motivational theory to improve performance.</li> <li>• Compare recruitment and training options.</li> <li>• Analyse HR decisions in business scenarios.</li> </ul>	Understand organisational structures, recruitment and motivation <ul style="list-style-type: none"> <li>- Evaluate methods of communication and performance management</li> </ul> Substantive Knowledge <ul style="list-style-type: none"> <li>• Consolidated knowledge from all Theme 1 and 2 topics.</li> <li>• Understanding command words, question styles, and exam structure.</li> </ul> Procedural Knowledge <ul style="list-style-type: none"> <li>• Structure and plan extended exam responses.</li> <li>• Complete retrieval tasks and timed exam practice.</li> <li>• Justify and evaluate business decisions in writing</li> </ul>	<ul style="list-style-type: none"> <li>- Consolidate knowledge of all Theme 1 and 2 topics</li> <li>- Practise applying knowledge in exam conditions</li> </ul>	
Key ideas/ Themes:	<ul style="list-style-type: none"> <li>- Internal vs external growth</li> <li>- Business aims and globalisation</li> <li>- Marketing decisions in response to competition and customer needs</li> </ul>	<ul style="list-style-type: none"> <li>- Job vs flow production</li> <li>- Managing stock and quality assurance</li> <li>- Logistics and supply chains</li> </ul>	<ul style="list-style-type: none"> <li>- Gross vs net profit</li> <li>- Break-even and cash flow</li> <li>- Financial performance and decision-making</li> </ul>	<ul style="list-style-type: none"> <li>- Recruitment methods</li> <li>- Motivation theory and leadership</li> <li>- Communication within a business</li> </ul>	<ul style="list-style-type: none"> <li>- Revision of key financial, marketing, operational and HR concepts</li> <li>- Retrieval and application using past paper extracts</li> </ul>	
Prerequisite knowledge:	Y10: Theme 1 Topic 1 (Enterprise and Entrepreneurship) - Theme 1 Topic 2 (Spotting a Business Opportunity) - Market segmentation and research basics	- Y10: Theme 1 Topic 4 (Operations and Customer Service) - Theme 1 Topic 5 (External Influences)	- Y10: Theme 1 Topic 3 (Finance) - Theme 1 Topic 5 (Costs and external pressures)	- Y10: Theme 1 Topic 4 (Customer and employee interaction)	- All Theme 2 topics from HT1–HT4 - Retrieval of Theme 1 concepts as support	
Outcomes  (Stickable- output that the student produces to demonstrate their knowledge)	Create a diagram comparing internal and external growth methods <ul style="list-style-type: none"> <li>• Analyse a business case to explain advantages of PLC status</li> <li>• Completed a 6-marker: 'Discuss how a merger may help a business grow'</li> <li>• Create a marketing mix summary table for a growing business</li> <li>• Practice 9-marker: 'Evaluate whether launching a product globally is beneficial'</li> <li>• Worksheet on globalisation impacts: ethical, environmental, economic</li> </ul>	<ul style="list-style-type: none"> <li>• Completed diagram comparing job and flow production</li> <li>• Case study analysis on choosing a supplier (cost vs quality)</li> <li>• Scenario worksheet: selecting stock control methods (JIT vs buffer stock)</li> <li>• Extended writing: 'Explain how quality assurance helps build brand loyalty'</li> <li>• Completed retrieval task: key production terminology quiz</li> <li>• Annotated supply chain diagram with ethical considerations</li> <li>• Practice 6-marker: 'Discuss the impact of poor customer service on a business'</li> </ul>	<ul style="list-style-type: none"> <li>• Completed break-even chart from given data</li> <li>• Calculation practice sheet: revenue, cost, profit</li> <li>• Completed cash flow forecast with missing values filled</li> <li>• Written response: 'Explain the limitations of break-even analysis'</li> <li>• Balance sheet interpretation task with questions</li> <li>• Practice 9-marker: 'Evaluate whether a drop in gross profit margin is a concern'</li> <li>• Graph interpretation: trends in financial data and impact on decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Draw and label a tall and flat organisational structure</li> <li>• Completed comparison table of internal vs external recruitment</li> <li>• Written response: 'Explain one benefit of delegation for a manager'</li> <li>• Case study activity: selecting appropriate communication methods</li> <li>• Motivation theory summary sheet with real-life business examples</li> <li>• Interview role-play and reflection activity written up in books</li> <li>• Practice 9-marker: 'Evaluate whether training or bonuses are better for motivation'</li> </ul>	<ul style="list-style-type: none"> <li>• Completed PLC task: self-marked and improved 9-marker answers</li> <li>• Revision mind map for each Theme 2 topic (x5)</li> <li>• Completed walking-talking mock with annotated scripts</li> <li>• Retrieval quizzes with progress tracking (Topic 2.1–2.5)</li> <li>• Evaluation flashcards created in groups and recorded in books</li> <li>• Case study practice papers with peer/self-assessment</li> <li>• End-of-year mock paper: response review with improvements</li> </ul>	



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