



Business Studies

BUSINESS STUDIES	Content
Year 10 HT 1	<p>Students are continuing on from the LO4 topic started prior to the summer. They are looking at how products are priced, what brand identity is and why advertising can be effective in keeping a product within its chosen market.</p> <p>Students go on to look at the financial unit in which they learn about sales, revenue and breaking even. All elements this half term work towards the exam unit assessed at the end of year 11. They will recover these many times throughout this year and next to support retention of knowledge.</p>
Year 10 HT 2	<p>This half term students will be working on their first piece of coursework. Students will be working on the idea of a new backpack and who their ideal customer will be. They will complete market research, both primary and secondary, in which they come up with creative ideas for the new bag.</p>
Year 10 HT 3	<p>This half term students will be looking at the new part of their coursework in which they must finalised their designs. Students will create effective feedback methods to support and amend their ideas. Finally students will look at the financial viability of their ideas and review its effectiveness.</p>
Year 10 HT 4	<p>Students are looking over teacher and student feedback of their coursework and preparing to finalise their draft ready for submission. them for the mock examination series in which a full exam will be sat. This involves students ensuring they have compiled all their work into one document and meeting the deadlines set for them.</p>
Year 10 HT 5	<p>Students will review all theory units throughout this half term to prepare them for the mock examination series in which a full exam will be sat. Students will be able to receive a submitted coursework score. This revisits elements of the course such as Market segmentation, effective research methods, finance, business operations and sourcing capital.</p>
Year 10 HT 6	<p>Students will work towards the theory units of the exam and use their mock results to plan for any gaps in knowledge. This revisits elements of the course such as Market segmentation, effective research methods, finance, business operations and sourcing capital.</p>
Year 11 HT 1	<p>Students will be working on the second assessed piece of coursework, they have three mini task to complete prior to the October half term. These will be linked to brand identity, where they have the opportunity to create logos, mascots, jingles, slogans and celebrity endorsements. They then look at how they can use advertisements such as tv, radio and social media to get their brand name recognised and the benefits towards this.</p>
Year 11 HT 2	<p>Students will prepare for their exam assessment this half term all 6 topics will be revised within the classroom, with additional afterschool classes in place to support those who require it. The 6 topics are: Market segmentation and research, finances, product life cycle, attracting and retaining a customer, raising capital, and functional areas of the business. All students will have their own personalised checklist to aid their revision.</p>
Year 11 HT 3	<p>Students start the half term with their exam. After this students go on to the next part of the coursework started at the start of the year . This half term involves pitching their business idea and giving themselves feedback on how they did.</p>
Year 11 HT 4	<p>Students are preparing for the final submission of their coursework this half term. They will also have their exam results back. They will need to complete the last task, which looks at the success of their ideas. Submission is due in before the Easter holidays to allow for all students to receive their score within the allowed timescales.</p>
Year 11 HT 5	<p>Students will have their own individual pathway to follow this half term, this depends on their previous successes. Choices will be to resubmit the first coursework unit, which they would have been doing in the background throughout the year, or preapring to try the exam for a second time. Students will be guided appropriately to achieve the best result they can.</p>