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| KS4 GCSE Business Long Term Plan (Y10)  Business 1: Business Activity, Marketing and People (0CR J204/01) | |
| Diagram  Description automatically generated | School Pedagogy:  Launchpad Tuition has a child centred pedagogy. The school adopts an inclusive, transformative pedagogy as we believe that a child’s ‘capacity to learn can change and be changed for the better as a result of what happens and what people do in the present’ (*Hart et al. 2004, P166*). Learning is about shared communication between staff and pupils. Implementation of our curriculum intent is underpinned by Rosenshine’s 10 Principles of Instruction (*Rosenshine, 2012*). All learning sessions include the following elements; reference to curriculum intent, recap of knowledge and skills, assessment for learning and pupil voice.  Subject Specific Pedagogy:   * Scaffold learning as the course progresses to build understanding of the interdependent nature of business. * For each unit, differentiate learning through dialogue and questioning at input stage and through tasks at revision stage. * Embed assessment for learning through end of unit test feedback and target setting. * Be inclusive and take the diverse needs of learners into account. |
| Subject Intent:   * To promote understanding of business concepts, business terminology, business objectives, the integrated nature of business activity and the impact of business on individuals and wider society * To equip learners with the skills and confidence to explore how different business situations affect business decisions and draw on evidence to make informed business decisions and solve business problems * To develop life skills that enable students to become financially and commercially aware. |

| Key Stage and Subject Long Term Plan | Topic/Learning Pathway | Key Vocabulary | Links to previous learning (Component Skills) | Links to wider curriculum |
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| Autumn 1  Y10 | BASELINES & OVERVIEW OF COURSE  **UNIT 1: BUSINESS ACTIVITY**   * 1. The role of business enterprise and entrepreneurship   2. Business planning   3. Business ownership   4. Business aims and objectives (including 5.3 Revenue, costs, profit and loss)   5. Stakeholders in business | 1.1: Business, Enterprise, Entrepreneur, Products and Services  1.2 Business Plan, Customers, Finance, Resources  1.3: Business ownership, Sole Trader, Partnership, Private Limited Company, Public Limited Company  Limited and Unlimited Liability, Debt  1.4 & 5.3: Costs, Revenue, Profit, Survival, Growth, Market Share  1.5: Internal and External Stakeholders, Employees, Suppliers | N/A | GCSE English Language   * Writing: P*roducing clear and coherent text* * Critical Reading and Comprehension: *Supporting a point of view by referring to evidence within the text*   GCSE Maths   * Calculations with numbers in standard form * Percentages * Interpret tables, charts and diagrams |
| Autumn 2  Y10 | * 1. Business growth   **REVISION**  **EXAM TECHNIQUE PRACTICE**  **END OF UNIT 1 TEST & FEEDBACK** | 1.6: Horizontal and Vertical growth, Organic and External growth, Mergers, Takeovers, Diversification | N/A |
| Spring 1  Y10 | **UNIT 2: MARKETING**  2.1 The role of marketing  2.2 Market research  2.3 Market segmentation  2.4 The Marketing Mix | 2.2 Primary research, Secondary research, Trialling, Focus Groups, Census, Internal Data, Qualitative data, Quantitative data.  2.3 Market segmentation  2.4 Marketing Mix, Invention, Innovation, Branding, Product Life cycle, Price Skimming, Cost-Plus Pricing, Penetration Pricing, Competitor Pricing, Promotional Pricing, Point of Sale promotion, Loss Leaders, Print Media, Digital and Physical distribution channels | 1.4 Business Aims & Objectives  1.5 Stakeholders (customers)  5.3 Revenue, Costs, Profit |
| Spring 2  Y10 | 2.4 The Marketing Mix (continued)  **REVISION**  **EXAM TECHNIQUE PRACTICE**  **END OF UNIT 2 TEST & FEEDBACK** |
| Summer 1  Y10 | **UNIT 3: PEOPLE**  3.1 The role of human resources  3.2 Organisational structures and  different ways of working  3.3 Communication in business  3.4 Recruitment and  Selection | 3.1 Human resources  3.2 Tall and Flat organisation structures, Span of control, Chain of command, Delegation,  Subordinates, Authority, Flexible working, Self-employed  3.3 Digital communication  3.4 Recruitment, Skill gaps, Job description, Person specification, Referee | 1.5 Stakeholders (employees) |
| Summer 2  Y10 | 3.5 Motivation and Retention  3.6 Training and Development  3.7 Employment law  **REVISION**  **EXAM TECHNIQUE PRACTICE**  **END OF UNIT 3 TEST & FEEDBACK** | 3.5 Motivation, Fringe benefits, Employee retention, Staff turnover  3.6 Induction training, On the job/Off the job training, Staff development | 1.5 Stakeholders (employees) |