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|  **Business Studies – 21/22- Medium Term Plan/SOW** | **The Academy of St Francis of Assisi** |
| **Component 1** | **Component 1: Exploring Enterprises** | **Number of lessons in sequence** | **60 x 1 hour lessons** |
| **Overarching Curricular Goals (Aims)** | **By the end of this component students will:** Students will have the opportunity to develop their knowledge and understanding of the different types of enterprise and the entrepreneurs that own the businesses. Students will study the characteristic of small and medium sized enterprises and the reasons for success. Students will understand the importance of the consumer and how to meet their needs, which is impacted based on the levels of market research conducted. It is important for students to develop skills in market research and be able to analyse findings to understand customers and competitors. Students will study both internal and external factors that contribute to the success of the business, and investigate how situational analysis can be used to support decision making. Students will also discover how to monitor the success of a business, Students will learn transferable skills such as research and data analysis, as well as being able to describe, justify and evaluate, which will support their progression towards component 2 and 3. | **Links to National Curriculum** | Finance creates clear links with Maths. Including basic calculations, calculating percentages, then interpreting figures before making judgements. Links to English - the students are required to use analysis and evaluation skills (higher level). You are also introducing them to lots of new tier 3 words. Students are expected to write detailed pieces of coursework which enhances their ability to develop points that they make. Using BLT (Because, leads to, therefore) or PEE (Point, Explain, explain in context) develops their literacy. Also link this to speaking and listening, any activities that they do in class and also Component 2. Other skills that the students develop include research, independence, and communication/confidence/public speaking due to delivering a presentation (Component 2). All of these skills help to improve aspirations across the curriculum.  |
| **Outcomes/****Success Criteria** | **Knowledge Learners will:** **•** Identify the purpose, activities and aims of two contrasting local enterprises • Identify entrepreneurial characteristics and skills demonstrated in each local enterprise • Identify how local enterprises use market research to meet customer needs and understand competitor behaviour **•** Identify some ways in which internal factors are important for business success **•** Identify some ways in which external factorsare important for business success. **Skills: Learners will:** **•** Students will investigate two real businesses **•** Students will assess the different factors that contribute to business success. **•** Report writing **•** Study how to collect data for market research **•** Understand the differences between primary and secondary research **•** Understand the differences between quantitative and qualitative data **•** Learn how to write up a SWOT analysis **•** Learn how to write up a PEST analysis.  |
| **2/3 tier vocabulary.** | **Differentiation/Scaffolding/Support.** | **Stretch and challenge opportunities in class, enrichment and home learning.** | **Opportunities for wider reading/Listening/watching.** |
| • Enterprise • Characteristics • Consumer • Analysis •Contrasting • Primary Research • Secondary Research • Quantitative • Qualitative • Internal Factors • External Factors • Private Limited Company • Partnership • Competitors • Consumer needs • Micro Business • Aims and Objectives • Maximising Sales • Sole Trader • Ethical Business • Negotiation • Communication Skills • Prioritising • Situational analysis • Legislation • Students will use tier 2 and 3 words throughout their course work. Subject specific words will be recapped to ensure students understand their meaning (in context) and how it relates to their course work.  | **Knowledge Support:** Students are presented with fact sheets for each business they study. This gives them an insight into the business operations before they study its success. Students are presented with subject specific prompt sheets where applicable and knowledge organiser help sheets to help them understand key terminology. Exemplar materials are available for students to understand expectations. **Reading/Skills support**:Informed seating plans and peer support are used effectively to make sure each student is supported. Teacher input will also help students to complete component one. Some students will receive extra support in their reading and writing, during English lessons.  | Throughout component one, there are opportunities for students to complete stretch and challenge work in the form of Merit and Distinction tasks, for them to achieve higher grades in the course. Home work and home learning will enable students to achieve these higher grades also. Students will demonstrate exam knowledge to prepare them for their component 2 exam, as part of their homework. They will do this through completing exam questions, creating mind maps and showing that they have learned key words that will help them pass their exam.  | **Reading:*** Business fact sheets
* Lesson resources
* Pearson Revision book
* Component one criteria

**Listening:*** Teacher delivery
* Guest speakers
* Trips and visits – Jaguar land rover to see how an international business operates (Internal and External factors – Learning Aim C). Chill factor – To participate in business activities that link to course work (Learning Aim A).

**Watching:*** Specific task videos from Pearson
* Subject specific business videos (Dragons Den etc.)
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| **Unit Title** | **Sequence of learning Lesson title, theme, big question.** |  **Key concepts/outcomes/knowledge and skills.**  | **Assessment/ including specific content/ knowledge/skills tested.** | **HWK –** **The purpose of the weekly homework is to front load students, in preparation for their exam in Year 11.** | **Furthering Cultural Capital.** | **Lesson resources including or hyperlink to supporting websites/resources/books/texts & individual lessons.****Click** [**here**](Component%201%20-%20Exploring%20Enterprises) **for lesson resources** |
|  1 | Examine the characteristics of enterprises |  Introduction to contrasting enterprises | Course work based (P1) | The marketing mix |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  2 | Types of characteristic of small and medium enterprises | Looking at a range of local enterprises to identify characteristics - size and location | Course work based (P1) | Advertising messages |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  3 | Types of characteristic of small and medium enterprises | Looking at a range of local enterprises to identify characteristics - Types of ownership and number of people employed | Course work based (P1) | Advertising methods | Jaguar Land Rover visit or equivalent | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  4 | The purpose of enterprises | Identify the purpose of the local enterprises - Aims and objectives | Course work based (P1) | Sales methods |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  5 | The purpose of enterprises | Looking at a range of contrasting enterprises to identify the range of products and services they provide | Course work based (P1) | Choosing a sales method |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  6 | The purpose of enterprises | Looking at approaches to ethical responsibilities including social and political pressures | Course work based (P1) | Personal selling |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  7 | Characteristics of entrepreneurs | Looking at different entrepreneurs including reasons for starting their own business, mind set and skills for success. | Course work based (P2) | Public relations | Personal experience of running my own business | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  8 | Characteristics of enterprise | How both the characteristics of the enterprise and the entrepreneur contribute to its success or failure | Course work based (P2) | Direct marketing |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  9 | Market research - Customer needs and competitor behaviour | Identifying customer needs and how enterprises identify expectations including: value, rapid response to enquiries, clear and honest information and after sales service.  | Course work based (P3) | Target markets | Conduct market research with a small sample | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  10 | Market research - Customer needs and competitor behaviour | How products and services can be linked to target markets including: demographic geographic psychographic and behavioural | Course work based (P3) | Market segmentation |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  11 | Using market research | How enterprises conduct market research - Primary and secondary including methods of collection | Course work based (P3) | Demographics |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  12 | Using market research to understand customers | How enterprise use quantitative and qualitative data to meet customer needs | Course work based (P3) | Behaviour segments |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  13 | Understanding competitors | How enterprise use quantitative and qualitative data to make products competitive, including: price, quality, availability and unique selling points | Course work based (P3) | Financial documents |  | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  14 | Factors that contribute to the success of an enterprise (internal) | Conduct a SWOT analysis (Strengths, weaknesses, opportunities and threats). Understanding their market, keeping customers satisfied, planning finances for unforeseen costs, marketing and promotions. | Course work based (P4) | Financial documents and accuracy | Guest speaker to talk about competitors | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |
|  15 | Factors that contribute to the success of an enterprise (external) | Analyse external factors affecting a range of enterprises using a PEST analysis. (Political, Economic, Social and Technological). How external factors determine the success or failure of an enterprise.  | Course work based (P5) | Invoices | Case study in relevant context | Student enterprise book/Individual business fact sheets/PPT presentations and help sheets for support |