Hanley Castle High School Curriculum Outline for parents: **BUSINESS STUDIES**

		Autumn Term	Spring Term	Summer Term
Year 10	**Topic** Big question / Overview	**Making the Business Effective** How can businesses organise themselves and use marketing to become successful? Students explore business ownership, liability, franchising, location decisions, the marketing mix and business planning.	**Understanding External Influences** How do external factors affect business decision-making and performance? Students investigate stakeholders, technology, digital communications, legislation and the wider economic environment.	**Revision, Examination Preparation and External Influences Assignment** How can business knowledge be applied to real-world situations and examination questions? Students consolidate learning through revision, exam practice and an independent research project examining external influences on businesses
	Disciplinary knowledge/skills	Understanding different forms of business ownership • Evaluating liability and business structures • Analysing location factors • Applying the marketing mix (Product, Price, Place, Promotion) • Developing business plans • Building examination and calculation skills	Identifying and evaluating stakeholder interests and conflicts • Analysing the impact of technology and social media • Understanding e-commerce and digital communications • Applying business legislation • Evaluating economic factors including inflation, taxation, unemployment, interest rates and exchange rates • Developing examination and analytical skills	Applying BLT, AJIM and SCORE analytical frameworks • Interpreting examination command words • Answering GCSE-style business questions • Conducting business research • Presenting findings and evaluating evidence • Refining examination technique
	New vocabulary	Liability, Sole Trader, Partnership, Limited Company, Franchise, Business Ownership, Location Factors, Marketing Mix, Product, Price, Place, Promotion, Business Plan.	Stakeholders, Conflict, Technology, Social Media, E-Commerce, Digital Communications, Payment Systems, Legislation, Economic Climate, Unemployment, Taxation, Interest Rates, Inflation, Bank of England, Exchange Rates, Business Cycle.	External Influences, Research Techniques, Sources of Information, BLT, AJIM, SCORE, Command Words, Evaluation.
	Links to …	**Mathematics** – calculations, percentages and data interpretation. **Citizenship/PSHE** – business responsibility and entrepreneurship. **Geography** – location decisions and business environments. **Careers** – entrepreneurship, self-employment and business management.	**Computing/ICT** – digital communications, e-commerce and online business. **History & Geography** – economic change and government influence. **Mathematics** – percentage change, inflation and economic indicators. **Careers** – economics, technology and business analysis.	**English** – communication and extended writing. **Computing** – research and presentation skills. **Careers** – economics, business consultancy and enterprise. **Study Skills** – revision strategies and examination preparation.