

Barnsley Academy – Year 10 Business Curriculum
Scheme of Work – 2023-24

Term – Week ...1		
	1	2
Lesson Focus	Introduction and Baseline assessment	Why business exist
Prerequisite Knowledge	New to business	Keywords from last lesson Suppliers, customers, consumers. Marketing, enterprise and entrepreneur
Core Knowledge	Suppliers, customers, consumers. Marketing, enterprise and entrepreneur	Spotting an opportunity, developing a business and meeting customer needs. Qualities of an entrepreneur – Determination, planning, leadership, initiative, risk taking, luck and decision making
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Name the steps that student need to take – agreed department approach.	Expert model of the steps involved in a business
Independent Practice	Paired work – Guess the logo, business slogans	Big ideas – What would their business idea How could they be creative or invent a new product
Assessment (Informal/Formal)	Baseline test to be marked by students on the new topics	Do now Worksheets linked to introduction of new keywords Kahoot informal multiple choice quiz
Resources	Baseline Business activity	Surrounded by business Worksheet - answers Big idea worksheet
Specific SEN(D)/EAL support	Overview for the lesson – can be repeated strategies	

Term – Week 2

	1	2
Lesson Focus	Entrepreneurs	Risks and rewards of becoming an entrepreneur
Prerequisite Knowledge	Spotting an opportunity, developing a business and meeting customer needs.	Qualities of an entrepreneur – Determination, planning, leadership, initiative, risk taking, luck and decision making
Core Knowledge	Qualities of an entrepreneur – Determination, planning, leadership, initiative, risk taking, luck and decision making	Risks and rewards of becoming an entrepreneur - health
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Expert models to support completing the mindset worksheet	Expert model for worksheets to support completing the task
Independent Practice	Mind map of the different skills entrepreneurs need	A good hair day worksheet
Assessment (Informal/Formal)	Self assessment and live feedback to be given in lesson	Informal assessment completing worksheet teacher to walk around and assess and support task. Kahoot multiple choice quiz
Resources	Entrepreneurial mindset worksheet	Risky business - answers A good hair day - answers Kahoot - https://create.kahoot.it/details/b0c4a801-daa3-411f-aec0-998a5430ea21
Specific SEN(D)/EAL support	Support with examples model answers and	

Term – Week 3

	1	2
Lesson Focus	The importance of Business planning	What is required in a business plan
Prerequisite Knowledge	Why businesses exist and what an entrepreneur is	The importance of a business plan and the different sections required to create a business plan
Core Knowledge	<p>The purpose of planning business activity</p> <p>The role, importance and usefulness of a business plan</p> <p>Points to include</p> <ul style="list-style-type: none"> • reducing risk, helping a business to succeed • identifying markets, help with obtaining finance, identifying resources a business needs to operate, achieving business aims and objectives 	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Steps of creating a business plan Information in a business plan	Exemplar models to be shown Structure for answering 2 mark questions to be introduced <ul style="list-style-type: none"> • Point • Application <p>9 Mark question structure</p>
Independent Practice	Dee Zaster Planning	5 items in a business plan Exam questions
Assessment (Informal/Formal)	Informal assessment completing worksheet teacher to walk around and assess and support task.	Informal assessment completing worksheet teacher to walk around and assess and support task. Kahoot multiple choice quiz
Resources	Worksheet Dee Zaster Planning - Answer	Kahoot - https://create.kahoot.it/details/2944256a-a898-436a-84ea-ac2e7cd6f122
Specific SEN(D)/EAL support	Overview for the lesson – can be repeated strategies	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information

Term – Week 4

	1	2
Lesson Focus	Business ownership – Sole traders	Business ownership – Partnerships
Prerequisite Knowledge	Entrepreneurs and how to create a Business planning. Understanding how businesses start	Understanding of Sole traders and how they could progress from working on their own.
Core Knowledge	The features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts	The features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts Deed of partnership
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	9 Mark question with steps to success Introduction started for support and step written clearly on the PPT	Exam questions linked to becoming a parentship
Independent Practice	9 Mark question Advantages and disadvantages of becoming a Sole trader – Emma’s Pizza 2/3 Mark exam questions	Advantages and disadvantages of becoming a Partnership. Multiple choice exam questions 3 Mark question
Assessment (Informal/Formal)	Informal assessment completing worksheet teacher to walk around and assess. 9 Mark questions to be self assessed but will also have some whole class feedback on common areas for improvement	Informal assessment completing worksheet teacher to walk around and assess and support task.
Resources	Worksheets	Worksheets
Specific SEN(D)/EAL support	Expert models, worksheets provided to support visually	Support walking around, use of visual model on how to complete questions, step by step point

Term – Week 5

	1	2
Lesson Focus	Business ownership - LTDs	Business ownership PLC'S
Prerequisite Knowledge	Understanding of Sole traders, Partnerships and how they evolve /grow over time	Understanding of Sole traders, Partnerships, LTD'S and how they evolve /grow over time
Core Knowledge	The features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts	The features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Expert model Structure of 6 mark question split in to 2 3 marks – P, A & I	Multiple choice questions based on business ownership. Exam question based on Business ownership
Independent Practice	Sole trader vs Partnership worksheet Advantages and disadvantages of becoming an LTD Exam question looking at advantages of becoming an LTD	Advantages and disadvantages of becoming a plc Share game – looking at how businesses make money selling shares and how the price of shares changes
Assessment (Informal/Formal)	Multiple choice questions completed on whiteboards. Informal assessment completing worksheet teacher to walk around and assess. Exam question also self-assessed	Exam questions linked to ownership
Resources	Worksheets	Worksheets
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information

Term – Week 6

	1	2
Lesson Focus	Business ownership – Franchise	Closing the gap and revision sessions covering
Prerequisite Knowledge	Understanding of Sole traders, Partnerships, LTD's, PLC's and how they evolve /grow over time	Entrepreneurial skills, business planning and Understanding of Sole traders, Partnerships, LTD's, PLC's and how they evolve /grow over time
Core Knowledge	features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts	Entrepreneurial skills features of different types of business ownership Concept of limited liability The suitability of differing types of ownership in different business contexts
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	2/3 mark questions using expert models on how to achieve the marks 2 Mark – P & A 3 mark – P, A & I	Recap of how to answer questions 2, 3 and 9 mark questions
Independent Practice	Case study on Page 23 from textbook – Pen and Sword Set up share game	Create revision materials on knowledge organisers
Assessment (Informal/Formal)	Informal assessment using exam style questions. Teacher to walk around and assess	Informal assessment use of multiple choice questions. Students to be assessed by teacher walking around and whole class feedback on common misconceptions
Resources	Case study Pen & Sword Books	Knowledge organiser
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information	

Term – Week 7

	1	2
Lesson Focus	Mid-point test	Spare lesson if required
Prerequisite Knowledge	Entrepreneurial skills, Business ownership	
Core Knowledge	To check the learning so far Entrepreneurial skills Business ownership	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice	Completing the test paper Share game	
Assessment (Informal/Formal)	Formal – multiple choice question to be marked by students	
Resources	Mid-point test	
Specific SEN(D)/EAL support	Students will have the P, A & I structure on the board to remind them on answer questions	

Term – Week 8

	1	2
Lesson Focus	Types of business ownership and how businesses evolve through growth	Types of business ownership and how businesses evolve through growth
Prerequisite Knowledge	Types of business ownership and how businesses evolve through growth	Types of business ownership and how businesses evolve through growth
Core Knowledge	<p>The aims and objectives of business</p> <p>How and why objectives might change as businesses evolve</p> <p>Why different businesses may have different objectives</p> <p>Points to include</p> <p>profit, survival, growth, providing a service, market share</p>	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Modelling writing SMART objectives and business Aims and Objectives	Writing a SMART objective Completing multiple choice and 2 exam question - Point & Application required
Independent Practice	Different between start up business objectives and established business objectives. Recommending objectives for different businesses and explaining why the objectives are different Share game	Multiple choice questions checking knowledge. Boohoo exam question
Assessment (Informal/Formal)	Informal assessment completing worksheets teacher to walk around and assess.	Multiple choice questions completed on whiteboards. Exam question also self-assessed
Resources		
Specific SEN(D)/EAL support	Students will have the P, A & I structure on the board to remind them on answer questions	Students will have the P, A & I structure on the board to remind them on answer questions

Term 1.2 – Week 1

	1	2
Lesson Focus	Business Growth Internally and Externally	
Prerequisite Knowledge	Types of business ownership and how businesses evolve through growth	Types of business ownership and how businesses evolve through growth. How Internal and external growth happens
Core Knowledge	Organic growth - Internal growth External growth – External growth Points to include <ul style="list-style-type: none"> • increasing output, gaining new customers, developing new products, increasing market share • mergers, takeovers - including horizontal, vertical, diversification 	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	3 mark question PAI structure	
Independent Practice	Types of business integration worksheet understanding the different Gap fill Boohoo Exam question Share game	True or false business growth Textbook exam questions Seneca recap
Assessment (Informal/Formal)	Informal assessment completing worksheets teacher to walk around and assess.	Multiple choice questions completed on whiteboards. Exam question also self-assessed
Resources		Textbook Boohoo case study
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 2

	1	2
Lesson Focus	Stakeholders	
Prerequisite Knowledge	Different business ownership and business growth	
Core Knowledge	<ul style="list-style-type: none"> • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business <p>Points to include owners, employees, customers, suppliers, government, local community</p>	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Stakeholders	
Independent Practice	Different stakeholders Learning check	Stakeholder role play – team work to complete Newtown scenario & groups to represent
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student	
Resources	http://www.bbc.co.uk/education/guides/z4gcd2p/test	
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 3

	1	2
Lesson Focus	Stakeholders	Revision
Prerequisite Knowledge	Different business ownership and business growth	Entrepreneurial skills, aims and objectives, business ownership, growth and stakeholders
Core Knowledge	<ul style="list-style-type: none"> • The roles and objectives of internal and external stakeholder groups • The effect business activity has on stakeholders • The effect stakeholders have on business <p>Points to include owners, employees, customers, suppliers, government, local community</p>	Recap knowledge
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	<p>Support to complete the Who wants what? What conflict could look like Conflict.</p> <p>Expert modelling of Beautiful Buds exam question Stakeholder 1 Guidance from the exam board to gain 3 mark Clear step on how to achieve full marks</p>	
Independent Practice	<p>Complete Beautiful Buds exam question Stakeholder 2 independently Overall conclusion</p>	Revision for Unit 1.1 Business activity
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student	Informal assessment – teacher to walk around and check student
Resources		
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 4

	1	2
Lesson Focus	Assessment	The role of marketing
Prerequisite Knowledge	Entrepreneurial skills, aims and objectives, business ownership, growth and stakeholders	Business ownership
Core Knowledge	End of unit assessment	Content <ul style="list-style-type: none"> • The purpose of marketing within business Points to include <ul style="list-style-type: none"> ➤ the importance to a business of identifying and understanding its customers, informing customers, increasing sales.
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		Multiple choice questions to test understand and exam question
Assessment (Informal/Formal)		Formal assessment for Unit 1.1 Business Activity
Resources	Unit 1.1 assessment	
Specific SEN(D)/EAL support	be repeated strategies	

Term 1.2 – Week 4

	1	2
Lesson Focus	Primary and secondary research	Market research project
Prerequisite Knowledge	The role of marketing	Different methods of Primary and secondary research
Core Knowledge	<p>Content</p> <ul style="list-style-type: none"> The purpose of marketing within business <p>Points to include</p> <ul style="list-style-type: none"> the importance to a business of identifying and understanding its customers, informing customers, increasing sales <p>Different methods of secondary research advantages and disadvantages</p>	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		<p>Modelling of how to create a primary research using open and closed questions. Secondary research using the internet to find out about competitors</p> <p>Open and closed questions</p> <p>Setting up a questionnaire</p>
Independent Practice		Carrying out secondary market research and creating primary research
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student work	Informal assessment – teacher to walk around and check student work
Resources		
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 5

	1	2
Lesson Focus	Market research project	
Prerequisite Knowledge	New to business	
Core Knowledge	<p>Content</p> <ul style="list-style-type: none"> The purpose of marketing within business <p>Points to include</p> <ul style="list-style-type: none"> the importance to a business of identifying and understanding its customers, informing customers, increasing sales <p>Different methods of secondary research advantages and disadvantages</p>	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Modelling of how to create a primary research using open and closed questions. Secondary research using the internet to find out about competitors Open and closed questions Setting up a questionnaire	
Independent Practice	Marketing project creating	
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student work	Informal assessment – teacher to walk around and check student work
Resources	(
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 6

	1	2
Lesson Focus	Market research project	Market segmentation
Prerequisite Knowledge	New to business	Marketing and methods of market research
Core Knowledge	<p>Content</p> <ul style="list-style-type: none"> The purpose of marketing within business <p>Points to include</p> <ul style="list-style-type: none"> the importance to a business of identifying and understanding its customers, informing customers, increasing sales <p>Different methods of secondary research advantages and disadvantages</p>	<p>Market segmentation methods – location, demographics, behaviour, lifestyle and income and why businesses segment the market.</p> <p>Benefits of market segmentation</p>
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	<p>Modelling of how to create a primary research using open and closed questions. Secondary research using the internet to find out about competitors</p> <p>Open and closed questions</p> <p>Setting up a questionnaire</p>	<p>Boohoo exam question structure – Point and Application</p> <p>Ford exam question structure – Point and Application</p>
Independent Practice	Marketing project creating	
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student work	Informal assessment – teacher to walk around and check student work
Resources	(
Specific SEN(D)/EAL support	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays	Exemplar models to be shown and explained. Steps to success to be clearly put into their books using purple and highlight key information. Coloured overlays

Term 1.2 – Week 7

	1	2
Lesson Focus	Christmas Marketing	
Prerequisite Knowledge	Marketing methods, market research and market segmentation.	
Core Knowledge	<p>How marketing is structured for different times of the year.</p> <p>How techniques are used to by businesses to attract customers.</p> <p>Why market segmentation is important</p>	
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)	Model Christmas marketing styles from different businesses	
Independent Practice	<p>Create a Christmas campaign for a business of your choice (Supermarket like Aldi or John Lewis)</p> <p>Explain and annotate the marketing campaign identifying the target market and how it appeals to them</p>	
Assessment (Informal/Formal)	Informal assessment – teacher to walk around and check student work	
Resources	Christmas Marketing Activity	
Specific SEN(D)/EAL support		

Term 2.1 – Week 1

	1	2
Lesson Focus		
Prerequisite Knowledge		
Core Knowledge		
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		
Assessment (Informal/Formal)		
Resources		
Specific SEN(D)/EAL support		

Term 2.1 – Week 2

	1	2
Lesson Focus		
Prerequisite Knowledge		
Core Knowledge		
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		
Assessment (Informal/Formal)		
Resources		
Specific SEN(D)/EAL support		

Term 2.1 – Week 3

	1	2
Lesson Focus		
Prerequisite Knowledge		
Core Knowledge		
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		
Assessment (Informal/Formal)		
Resources		
Specific SEN(D)/EAL support		

Term 2.1 – Week 4

	1	2
Lesson Focus		
Prerequisite Knowledge		
Core Knowledge		
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		
Assessment (Informal/Formal)		
Resources		
Specific SEN(D)/EAL support		

Term 2.1 – Week 5

	1	2
Lesson Focus		
Prerequisite Knowledge		
Core Knowledge		
Expert Model /Guided Practice/Agreed Approach (Procedural Knowledge)		
Independent Practice		
Assessment (Informal/Formal)		
Resources		
Specific SEN(D)/EAL support		