

Barnsley Academy – 10 Business Curriculum Overview 2023-24

Autumn Term			Spring Term			Summer Term		
	Class Focus	Homework		Class Focus	Homework		Class Focus	Homework
Week 1	BASELINE Introduction to business and why businesses exist	Seneca – 1.1.1 – 1.1.3 1.1.2 Enterprise 1.1.3 Risks and rewards	Week 1	Market research project	Kahoot quiz	Week 1	BASELINE Purpose of HR in a business and Pizza HR task	Seneca
Week 2	What is an entrepreneur and skills they need to be successful	Seneca – 1.1.4 – 1.1.5 Entrepreneurs	Week 2	Product lifecycle and extension strategies	Seneca	Week 2	Organisational Structures	Kahoot quiz Business activity
Week 3	Business plans	Seneca – 1.1.6 Business plan	Week 3	4P'S – Price Place, Product and Promotion	Knowledge check Business activity	Week 3	Functional Areas in a business	Seneca
Week 4	Business ownership – sole traders and Partnerships	Knowledge check entrepreneurs	Week 4	4P'S – Price Place, Product and Promotion	Seneca	Week 4	Working Hours and HR contracts	Kahoot quiz Marketing
Week 5	Business ownership – LTD's and PLC's	Kahoot quiz	Week 5	Midpoint assessment and closing the gap	Seneca	Week 5	Communication in a Business	Seneca
Week 6	Business ownership – Franchise and closing the gap	Seneca – 1.1.7-8 Business ownership and Limited/unlimited liability	Week 6	Marketing mix Challenge – Creating a new breakfast cereal	Market research for their business project	Week 6	Closing the gap Recruitment and selection	Knowledge check Business activity and Marketing
Week 7	Mid-point test and closing the gap	Knowledge organisers	Week 7	Marketing mix Challenge – Creating a new breakfast cereal	Kahoot	Week 7	Recruitment and Selection	Seneca
Week 8	Aims and objectives in a business	Seneca – 1.1.9-1.1.11 aims and objects	Week 8	Business project Presentations – Organise outside judges	Marketing knowledge check	Week 8	Motivation and retention Financial and non-financial rewards	Revision – retrieval guides
Week 9	Business growth – Internal and External growth	Knowledge check (marked at start of next lesson)	Week 9	End of unit assessment		Week 9	Training and development	Revision – retrieval guides
Week 10	Stakeholder - internal and external	Seneca – 1.1.12-13 business growth and stakeholders	Week 10			Week 10	Employment Laws	Revision – retrieval guides
Week 11	Stakeholder and their influence on businesses -	Revision materials				Week 11	End of year test – closing the gap	
Week 12	End of unit test – closing the gap					Week 12	Recruitment Project	
Week 13	BASELINE The role of Marketing Primary and secondary research	Seneca				Week 13	Recruitment Project	
Week 14	Primary and secondary research methods	Business activity knowledge check				Week 14	Enterprise Business task	
Week 15	Marketing used to influence customer at Christmas	Seneca						
Assessment	End of Unit 1.1 Business activity		Assessment	End of Unit 1.2 Marketing		Assessment	End of Year mock exam	