| **Year 10 Term 3 & 4 - Business** | Our mission is to stimulate and challenge our students to excel and provide a desire for lifelong learning and pursue careers in the world of Business, Computing, and ICT. |
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| **Enquiry Questions: Which is more important for businesses to conduct - PESTLE or SWOT analysis?** |
| **Component 1: Exploring Enterprises**In term 3 & 4, you will be given a pearson-set assignment, marked by the centre and moderated by Pearson. In the build up to the assessment, you will have revision and assessment skills lessons.  |
| **Knowledge**Students will complete… | **Application/Skills**Students will be able to… | **Vocabulary** | **Home Learning** | **Assessment** | **Extra Resources****Extended Reading** | **Cultural Capital** |
| 1. Revision lessons
2. Assessment skills lessons
3. Component 1 - summative assessment
4. Moderation

  | ● In response to Task 1, learners will use the information provided on the sectorsto select and research an appropriate enterprise and their associatedentrepreneur(s), exploring how the activities of the enterprise and the skills andcharacteristics of the entrepreneur(s) help the enterprise to achieve their aims.● In response to Task 2, learners will investigate the market research methodscurrently used by their chosen enterprise and explore the information thisprovides the enterprise on their customers and competitors, makingrecommendations for improvements to these methods.● In response to Task 3, learners analyse PEST and SWOT factors to makesupported judgements on the actions the enterprise could take and makesupported judgements on opportunities and threats as a result. | * SMEs
* Markets, Sectors, models and industries
* Aims
* Entrepreneurs
* Customer needs and market research
* Situational analysis
 | Knowledge- based questionsSeneca – to consolidate learning. | Mock assessment style questions.Completing coursework: deadlines for coursework submissions as per assessment plans  | BBC NewsEconomistCity AM newspaperFinancial Times  | Explain how the rise in the cost of living affects businesses.  |