| Year 10 Term 1 - Business | In Business and Economics 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 Economics and ICT. |
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| **Enquiry Questions: How does new business ideas come about?** |
| **Unit title: Enterprise and entrepreneurship**To understand why entrepreneurs, choose to set up a business. This unit also gives you an opportunity to develop an understanding on the number of ways and avenues a business could start-up, developing a USP and creating a product which meets the needs of their customers. |
| **Knowledge**Students will know about… | **Application/Skills**Students will be able to… | Vocabulary*(Tier 2 and 3)* | Home Learning | Assessment | Extra ResourcesExtended Reading | Cultural Capital |
| Differences how and why business ideas come aboutThe risk and rewards that the business facesThe activity of a businessThe difference between product and a service.How to assess the competitive environmentThe methods of adding value How businesses meet customer needs | Understand the reasons why and how new business ideas come about.Apply risk and rewards that an entrepreneur will face when wanting to start an enterprise Understand what is meant by competition and how businesses can competeExamine the ways businesses adds value and the gains of doing soUnderstand that customer needs vary and how these can be met | ObsoleteTechnologyRiskRewardsLack of securityAdded valueRisk takingConvenience  | Answering exam style questions.Working through case studies to develop business context.  | Improve quality of writing by practicing writing essays to improve academic literacy.Termly assessments covering what they have learnt MCQ | The guardian NewspaperChannel 4 NewsBBC News Business reviews | Is competition a good thing in the pharmaceutical industry? |
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