

Curriculum Summary Document

Year 10 – Business Studies

Module/Unit of Learning	Taught During	What will students learn?	How are students challenged to become experts?	Links to other Subjects
Designing a business proposal	Autumn 01	During this unit learners explore the fundamentals of designing a business including market research, customer profiling and the development of a product proposal.		
Designing a business proposal	Autumn 02	During this unit learners apply their knowledge from the previous unit to develop and design their own business proposal.		
Controlled Assessment R068	Spring 01	During this unit learner partake in their first controlled assessment in which they apply their knowledge and experience to design a business proposal in the format of a controlled assessment.		
Enterprise and marketing Concepts	Spring 02	During this unit learner's explore core theory in relation to enterprise and marketing including the characteristics, risk and rewards for enterprise, market research to target specific customer profiles and what makes a product financially viable.		

Enterprise and marketing concepts	Summer 01	During this unit learners continue to explore core theory in relation to enterprise and marketing. Learners initially continue to identify what makes a product financially viable before going on to creating a marketing mix to support and product, and factors to consider when starting up and running an enterprise.		
Enterprise and marketing concepts Market and pitch a business proposal	Summer 02	During this term learners revise enterprise and marketing concepts before sitting their PPE mock exams. They then go on to explore the foundations of markets and pitching a business proposal.		