

## Co-op Academy Leeds - GCSE Business - Year 10

All lessons will follow the Co-op Academy Lesson Journey and include a Do Now Task, retrieval based, Lesson Intentions, Success criteria, Explicit Instruction 1, Explicit Instruction 2, Quality Time and a Review.

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
		4.9.23	11.9.23	18.9.23	25.9.23	2.10.23	9.10.23	16.10.23	23.10.23	6.11.23	13.11.23	20.11.23	27.11.23	4.12.23
P h a s e 1	C u r r i c u l u m c o n t e n t	Baseline assessment  Re-teach gaps in knowledge	Market Research  -Introduction to market research -Primary research including advantages and disadvantages -Secondary research including advantages and disadvantages	Market Research  -Social media and market research data -Quantitative and Qualitative data -Considering data before use	Revision and Recall  MCQ questions  1-3-mark questions  Introduction of 6-mark questions  Market Segmentation -What is Market Segmentation? -How are Markets Segmented? -Market Mapping	The Competitive Environment -Competitive Environment -How Businesses compete -Competition and Decision Making	Business Aims and Objectives  -What are Aims and Objectives? -Financial Aims and Objectives -Non-financial Aims and Objectives	Business Revenues, Costs and Profit  -Revenues, costs and profit -Interest	Business Revenues, Costs and Profit  -Contribution, Break-Even and Margin of Safety	Cash and Cash-flow  -What is cash? -Why is Cash-flow so important? -The Difference between Cash and Profit. -What is a cash-flow forecast?	Cash and Cash-flow  -What can affect a cash flow forecast -Ways to improve Cash-flow -Calculating a Cash-flow forecast	Revision and Recall  MCQ questions  1-3-mark questions  6-mark questions  Introduction of 9 mark questions  Sources of Business Finance  -Short-term Finance	Sources of Business Finance  -Long-term Finance	The Options for Start-ups and Small Businesses  -Liability -Sole Traders -Partnerships Private Limited Companies
	R e t r i e v a l	Baseline assessment Business  Expectations and introduction to business.	Live feedback  Art Baseline (all years)  Y11 Baseline Assessments <i>(in class based on summer home learning)</i>	Live feedback  Art Baseline (all years)	Marking ART Baseline - 27.9.23 Y11 Baseline Assessments	DIRT  Reflection time  Trust ART deadline - 2.10.23	Live feedback	Live feedback	Marking  Time allocated for a section of a paper as walking talking mock	DC1 Y7 - 10  DIRT  Reflection time	Y11 mocks  Live feedback	Y11 Mocks  Live feedback	Y11 Mocks  Marking	DIRT  Reflection time
P h a		11.12.23	18.12.23	8.1.24	15.1.24	22.1.24	29.1.24	5.2.24	19.2.24	26.2.23	4.3.23	11.3.23	18.3.23	25.3.23

# Co-op Academy Leeds - GCSE Business - Year 10

S e 2	C u r r i c u l u m c o n t e n t	The Options for Start-ups and Small Businesses  -Public Limited Companies -Franchising	Business Location  -Choosing a Business Location -Business Location and the Nature of the Business -The impact of the internet	Revision and Recall  MCQ questions  1-3-mark questions  6- and 9-mark questions	The Marketing Mix  -Elements of the Marketing Mix -Balancing the Marketing Mix -Changing Customer Needs and the Marketing Mix -Technology and the Marketing Mix	Business Plans  -What is a Business plan? -What does a Business Plan Contain? -Why is it important to Have a Business Plan?	Business Stakeholders  -What is a stakeholder? -Internal and External Stakeholders -The Influence of Stakeholders -Stakeholder Conflict	Technology and Business  -Technology and Sales -Technology and Costs Technology and the Marketing Mix	Legislation and Business  -Legislation, and Why it is Important -Employment Law -Consumer Law -Complying with the Law	Revision and Recall  MCQ questions  1-3-mark questions  6 and 9 mark questions  The Economy and Business  -Economic Climate -Consumer Income	The Economy and Business  -Unemployment and Business -Factors Affecting Businesses and Consumer Income e.g. government taxation	External Influences  -Business Responses to Changes in Technology -Benefits and Criticisms of Technology -Legislation and Regulation	External Influences  -Impact of the Economic Environment  Business Growth  -Why would a business want to grow? -Growing a business -Finance options for Growth	Changes in Aims and Objectives  -Why Business aims and objectives change -How business aims and objectives evolve
	R e t r i e v a l	Live feedback  Y11 Mocks	Live feedback  Trust Y11 DC1 deadline - 22.12.23  VCert Childcare Mock exam (3 days)	Marking  VCERT Business Mock exam (3 days)	DIRT  Reflection time	Live feedback  Time allocated for a section of a paper as walking talking mock  22-24 - Child Care controlled assessment	Live feedback  29 - 31 - Business controlled assessment	Marking / Live feedback Y11 Mocks	Marking / Live feedback Y11 Mocks	Marking / Live feedback Y11 Mocks	Marking / Live feedback Y11 Mocks	DIRT  Reflection time  ART Update (underperforming students)	Live feedback  Y11 Mocks  DC2 All Years	Live feedback  Trust Y11 DC2 deadline - 29.3.23  Trust ART update deadline - 31.3.23
P h a s e 3		15.4.23	22.4.23	29.4.23	6.5.23	13.5.23	20.5.23	3.6.23	10.6.23	17.6.23	24.6.23	1.7.23	8.7.23	15.7.23
	C u r r i c u l u m c o n t e n t	Globalisation  -Globalisation and Business -Changes in Business Location	Globalisation  -Barriers to International Trade -How Businesses Compete Internationally Preparation session for Y10 Mocks	Ethics, the Environment and Business  -Ethics, Environmental Considerations and Trade-offs -Ethics and the Reputation of a Business -Pressure Group Activity and the Marketing Mix	Paper 1 - walking talking mock	Theme 1 reteach gaps in knowledge and exam technique	Product  -Design mix -Product life cycle -Product differentiation	Price  -Pricing strategies	Paper 1 - walking talking mock	Theme 1 reteach gaps in knowledge and exam technique	Price -Influences on pricing strategies	Promotion -Promotion strategies for different market segments	Place -Retailers -E-tailers -E-commerce -M-commerce	Wrap up Theme 1 and 2.1 Business

# Co-op Academy Leeds - GCSE Business - Year 10

R e t r i e v a l	Live feedback	Live feedback Y9 End of KS3 Assessments	Marking Y9 End of KS3 Assessments	DIRT Reflection time GCSE Exams	Live feedback GCSE Exams	Live feedback Y9 End of KS3 Assessments GCSE exams	Marking GCSE Exams	DIRT Reflection time GCSE Exams	Live feedback GCSE Exams (DT and Food only) Y10 Mock Exams	Live feedback Y10 Mock Exams	Marking Trust Y9 End of KS3 Assessment	DIRT Reflection time DC3 Y7,8 and 10	Live feedback Trust DC3 - 19.7.23	