



SUBJECT	Business	YEAR	10
<p>Why do we study Business?</p> <p>The curriculum in Business provides students with the knowledge to understand how different businesses operate, succeed and fail. This will allow students to understand the challenges businesses face across the globe.</p>			
What you have learned before	What you will learn this year	Where you can read more	
Business in the Real World			
<p>Maths: basic multiplication, division and addition. How to calculate a percentage of something, and percentage change.</p>	<p>The purpose and nature of business</p> <p>Business ownership</p> <p>Aims and Objectives</p> <p>Stakeholders</p> <p>Business location</p> <p>Business planning</p> <p>Expanding a business</p>	<p>TWO TEACHERS - Stakeholders What is a Stakeholder? - YouTube</p> <p>TWO TEACHERS - Business Aims and Objectives Explained - YouTube</p> <p>BBC Bitesize – Business in the Real World</p>	
Marketing			
<p>Formulae for revenue, costs and profit.</p> <p>How businesses grow through new product development, advertising or new locations.</p>	<p>Identifying and understanding customers</p> <p>Segmentation</p> <p>The Purpose and Methods of Market Research</p> <p>The Elements of the Marketing Mix</p>	<p>TWO TEACHERS - Market Research The Purpose of Market Research Explained Lego, Gymshark & Apple Examples - YouTube</p> <p>The Secret Behind Coca-Cola Marketing Strategy - YouTube</p> <p>BBC Bitesize – AQA - Marketing</p>	
Human Resources			
<p>Different departments in businesses.</p> <p>Challenges of business growth including diseconomies of scale</p> <p>The promotional methods which are likely to be used by a given business.</p> <p>Changing business environment due to changes in technology, economic situation, legislation and environmental expectations.</p> <p>Impact and influence stakeholders have on businesses</p> <p>Benefits and drawbacks of expansion</p>	<p>Organisational Structures</p> <p>Recruitment and Selection of Employees</p> <p>Motivating Employees</p> <p>Training</p>	<p>GCSE Business Advance Information 2022 Revision Blast Human Resources - YouTube</p> <p>TWO TEACHERS - Recruitment and Selection The Recruitment and Selection Process Explained - YouTube</p> <p>BBC Bitesize – AQA – Human Resources</p>	