

Holy Family Catholic School – Faculty of **Maths and Technology**
Subject - **Business**

Autumn Half-Term 1 Year 10

Learning Intention	Vocab	Concept	Retrieval	Success Criteria	Red Zone
<p>Week 1 Lesson 1</p> <p>To introduce the students to the course</p> <p>To introduce the students to academic reading and case studies in Business studies</p>	<p>Academic Reading</p> <p>Critical Thinking</p> <p>Research Problem-Solving</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Case Studies</p> <p>Course Overview</p>	<p>Students can identify the main topics and objectives of the course.</p> <p>Students can articulate the course structure, including the assessment methods and expectations.</p>	
<p>Week 1 Lesson 2</p> <p>To understand the business environment within Keighley</p> <p>To explore the nature of a small local business within Keighley</p>	<p>Local Economy</p> <p>Business Climate</p> <p>Entrepreneurship</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Definition of Business</p> <p>Business Environment</p>	<p>Students can identify key economic factors that influence businesses in Keighley (e.g., local economy, market demand, consumer behaviour, local government policies).</p> <p>Students can describe the role of different business sectors (e.g., retail, services, manufacturing) in the Keighley economy.</p>	<p>Independent Task: Economic Influences on Local Businesses in Keighley</p> <p>Time: 20 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and explain key economic factors that affect local businesses Understand how these factors shape business decisions in Keighley

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<p>Week 2 Lesson 1</p> <p>To understand why new business ideas come about</p> <p>To understand how new business ideas come about</p>	<p>Market Gap</p> <p>Innovation</p> <p>Problem-Solving</p> <p>Consumer Demand</p> <p>Trends</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Business Concept</p> <p>Entrepreneurship</p> <p>Innovation</p>	<p>Students can identify common reasons why new businesses are created (e.g., solving a problem, addressing a market gap, pursuing a passion, leveraging new technology, or responding to changes in consumer behaviour).</p> <p>Students can explain how external factors (e.g., economic conditions, societal trends, technological advancements, changes in regulations) can drive the development of new business ideas.</p>	<p>Independent Task: How External Factors Inspire New Business Ideas</p> <p>Time: 20 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Explain how external factors such as economic conditions, societal trends, technology, and regulations can drive innovation and new business ideas.
<p>Week 2 Lesson 2</p> <p>To understand the risks that entrepreneurs take when starting / running businesses</p> <p>To introduce the concept of limited Liability</p>	<p>Risk</p> <p>Risk Mitigation</p> <p>Business Failure</p> <p>Liability</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Entrepreneurship</p> <p>Types of Risk</p> <p>Risk Mitigation Strategies</p>	<p>Students can identify and explain various types of risks that entrepreneurs face, such as financial risk, market risk, operational risk, and reputational risk.</p> <p>Students can define what limited liability is, explaining the distinction between limited and unlimited liability for business owners.</p>	<p>Independent Task: Understanding Entrepreneurial Risk</p> <p>Time: 15 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify and explain various types of risks entrepreneurs face Understand how these risks can affect business decisions

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<p>Week 2 Lesson 3</p> <p>To understand the risks that entrepreneurs take when starting / running businesses</p> <p>To introduce the concept of limited Liability</p>	<p>Risk</p> <p>Risk Mitigation</p> <p>Business Failure</p> <p>Liability</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Entrepreneurship</p> <p>Types of Risk</p> <p>Risk Mitigation Strategies</p>	<p>Students can describe the potential consequences of these risks, both for the entrepreneur and the business (e.g., loss of capital, business failure, legal issues).</p> <p>Students can explain the legal implications of limited liability, such as how it protects the personal assets of the business owner from business debts or legal claims.</p>	<p>Independent Task: Consequences of Business Risks</p> <p>Time: 10 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Describe the potential consequences of different types of business risks Understand how these risks can affect both the entrepreneur and the business
<p>Week 3 Lesson 1</p> <p>To understand the rewards that entrepreneurs gain when starting / running their own businesses</p> <p>To practice the skill of case study inference</p>	<p>Profit</p> <p>Financial Independence</p> <p>Growth and Expansion</p> <p>Personal Fulfilment</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Entrepreneurship</p> <p>Business Success</p> <p>Types of Rewards</p>	<p>Students can identify different types of rewards that entrepreneurs may gain, including financial rewards (profits, equity growth) and non-financial rewards (personal satisfaction, freedom, social impact).</p> <p>Students can identify key facts and details in a case study and make logical inferences based on the information provided.</p>	<p>Independent Task: Entrepreneurial Rewards & Case Study Inference</p> <p>Time: 20 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Identify financial and non-financial rewards for entrepreneurs Extract key facts and make logical inferences from a case study

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<p>Week 3 Lesson 2</p> <p>To understand the purpose of businesses</p>	<p>Business Profit Value Creation Goods and Services</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>What is a Business Business Functions Profit and Sustainability</p>	<p>Students can define the purpose of businesses, recognising that businesses exist to provide goods and services that satisfy consumer needs and wants.</p>	<p>Independent Task: The Purpose of Business Time: 15 minutes Objective:</p> <ul style="list-style-type: none"> Define the purpose of a business Recognise how businesses provide goods and services to satisfy consumer needs and wants
<p>Week 4 Lesson 1</p> <p>To understand the difference between business needs and wants</p>	<p>Capital Cash Flow Revenue Market Demand Innovation Expansion Brand Reputation</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Definition of a Business Types of Businesses Business Objectives</p>	<p>Students can explain why businesses focus on both needs and wants, understanding how meeting needs is critical for survival, while satisfying wants often drives consumer spending and business growth.</p>	<p>Independent Task: Needs vs. Wants in Business Strategy Time: 20 minutes Objective:</p> <ul style="list-style-type: none"> Explain why businesses aim to meet both consumer needs and wants Understand how meeting needs supports survival, while satisfying wants drives growth
<p>Week 4 Lesson 2</p> <p>To analyse the needs and wants of customers based on quantitative and qualitative data</p> <p>To practice the skill of case study inference</p>	<p>Consumer Demand Market Segmentati on</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Definition of a Business Types of Businesses Business Objectives</p>	<p>Students can differentiate between quantitative and qualitative data, understanding that quantitative data refers to measurable data (e.g., sales numbers, market share), while qualitative data refers to non-numerical insights (e.g., customer opinions, satisfaction surveys).</p> <p>Students can identify key information from a case study, highlighting important facts,</p>	<p>Independent Task: Understanding Business Data Time: 20 minutes Objective:</p> <ul style="list-style-type: none"> Differentiate between quantitative and qualitative data Identify key facts, figures, and insights from a business case study

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				figures, and insights that are relevant to the business context.	
<p>Week 4 Lesson 3</p> <p>To understand the characteristics displayed by entrepreneurs</p>	<p>Innovation Risk-Taking Resilience Vision Determinati on Leadership</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Entrepreneurial Traits Business Success Factors Case Study Inference</p>	<p>Students can define key characteristics of entrepreneurs, such as creativity, risk-taking, resilience, determination, adaptability, leadership, and problem-solving.</p>	<p>Independent Task: What Makes an Entrepreneur? Time: 15 minutes Objective:</p> <ul style="list-style-type: none"> Define key characteristics of entrepreneurs Understand how these traits contribute to entrepreneurial success
<p>Week 5 Lesson 1</p> <p>To apply and analyse the key characteristics that different entrepreneurs have displayed and their importance on the success of the business.</p>	<p>Innovation Risk-Taking Resilience Vision Determinati on Leadership</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Business Strategy and Vision Market Research and Customer Understanding</p>	<p>Students can identify and list key entrepreneurial characteristics displayed by various well-known entrepreneurs, such as innovation, resilience, leadership, adaptability, risk-taking, and vision.</p>	<p>Independent Task: Entrepreneurial Traits in Action Time: 20 minutes Objective:</p> <ul style="list-style-type: none"> Identify and list key entrepreneurial characteristics Recognise how these traits are demonstrated by real-world entrepreneurs
<p>Week 5 Lesson 2</p> <p>To understand the business concept of added value & the benefit of adding value to businesses</p> <p>Week 6 Lesson 1</p>	<p>Added Value Competitive Advantage Quality Control</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Product-Based Businesses Service-Based Businesses Social Enterprises Sustainability and Green Business Practices</p>	<p>Students can define "added value" in the context of business, explaining how businesses increase the value of their products or services through enhancements, features, or services that make them more appealing to customers.</p>	<p>Independent Task: Understanding Added Value in Business Time: 20 minutes Objective:</p> <ul style="list-style-type: none"> Define "added value" in a business context Explain how businesses increase value through features, services, or enhancements

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<p>Week 6 Lesson 2</p> <p>To understand the business concept of added value & the benefit of adding value to businesses</p> <p>To apply this knowledge to different business situations</p>	<p>Brand Equity</p> <p>Premium Pricing</p> <p>Customer Satisfaction</p> <p>Innovation</p> <p>Customer Service</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Business Structure</p> <p>The Role of Entrepreneurs</p> <p>Business Operations</p>	<p>Students can evaluate the relationship between value addition and pricing, explaining how businesses may increase the price of a product or service as a result of added value, and why customers may be willing to pay a premium for perceived benefits.</p>	<p>Independent Task: Understanding Added Value in Business</p> <p>Time: 25 minutes</p> <p>Objective:</p> <ul style="list-style-type: none"> Define “added value” in a business context Explain how businesses increase value through features, services, or enhancements
<p>Week 6 Lesson 3</p> <p>PAZ week</p>				<p>Recap on work covered so far and how to answer the PAZ questions.</p>	<p>PAZ Assessment</p>
<p>Week 7 Lesson 1</p> <p>To introduce the purposes of market research through the use of a case study</p> <p>Analyse the use of the quantitative and qualitative data given</p>	<p>Market Research</p> <p>Research Quantitative Data</p> <p>Qualitative Data</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Analysing Quantitative and Qualitative Data</p> <p>Data Interpretation</p>	<p>Students can define market research and explain its purpose in helping businesses understand customer needs, identify market trends, assess competition, and make informed decisions.</p> <p>Students can define quantitative data and explain how it refers to numerical information used to quantify the market (e.g., sales</p>	<p>Independent Task: Understanding Market Research</p> <p>Time: 20 minutes</p> <p>Objective:</p> <p>By the end of this task, you will be able to define market research and explain how it helps businesses understand customer needs, identify market trends, assess competition, and make informed decisions.</p>

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				<p>figures, demographic data, survey results with numeric ratings).</p> <p>Students can define qualitative data and explain how it refers to non-numerical insights that describe qualities or characteristics (e.g., customer opinions, open-ended survey responses, interviews).</p>	
<p>Week 7 Lesson 2</p> <p>To introduce the different types of market research</p>	<p>Primary Research</p> <p>Secondary Research</p> <p>Surveys</p> <p>Interviews</p> <p>Focus Groups</p> <p>Observations</p>	<p>Exploring Enterprise and Entrepreneurship</p>	<p>Analysing Quantitative and Qualitative Data</p> <p>Data Interpretation</p>	<p>Students can differentiate between primary and secondary market research, understanding that:</p> <p>Primary research is data collected directly from the source, such as surveys, interviews, focus groups, and observations.</p> <p>Secondary research is data that has already been collected by others, such as industry reports, academic studies, and government statistics.</p>	<p>Independent Task: Primary vs. Secondary Market Research</p> <p>Time: 10 minutes</p> <p>Objective:</p> <p>By the end of this task, you will be able to clearly distinguish between primary and secondary market research, including their methods, advantages, and disadvantages.</p>

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Week 8 Lesson 1 PAZ review		Exploring Enterprise and Entrepreneurship			