Curriculum Overview: Year 10 Business

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic BUS Y10 RO65: market segmentation and customer profiles BUS Y10 RO64: How to target a market BUS Y10 RO65: customer profiles	**Topic** BUS Y10 RO65: market research tools BUS Y10 RO65: Market research analysis and design BUS Y10 RO64: How to target a market	**Topic** BUS Y10 RO65: Product design and business proposal BUS Y10 RO65: Review of product, financial viability of product BUS Y10 RO64: Financial viability of products or services	**Topic** BUS Y10 RO65: Review of product, financial viability of product BUS Y10 RO64: Financial viability of products or services	**Topic** BUS Y10 RO66: Brand identity and promotional plan	**Topic** BUS Y11 RO66: Brand identity and promotional plan BUS Y11 RO64: Product development
Links to prior learning Y8 Enterprise	**Links to prior learning** Aut1 Market Segmentation, Customer Profiles and Targeting Customers.	**Links to prior learning** Aut2 Market Analysis	**Links to prior learning** Spr1 Financial Viability of a Product	**Links to prior learning** RO64 PLC	**Links to prior learning** RO64 USP
Stretch and Challenge Enquiry Market research	**Stretch and Challenge Enquiry** Market Research Tools	**Stretch and Challenge Enquiry** SCAMPER Model	**Stretch and Challenge Enquiry** Impact on the BEP	**Stretch and Challenge Enquiry** Extension Strategies	**Stretch and Challenge Enquiry** External Impacts on Adding Value

Equipment Needed		Wider Reading		Family activities	
Pencil, ruler, rubber, sharpener, Ball point pen. Having internet access as well as a mobile phone, laptop or computer at home is beneficial, although not essential.		Cambridge National Level ½ Enterprise and Marketing: Bayley and Oliver My Revision Notes Cambridge National Level ½ Enterprise and Marketing: Bayley and Oliver		Read the news and look at business examples in everyday life. Ask your child to discuss or show you some of the pieces of work they have created. Encourage your child to develop a growth mind-set and accept mistakes as part of the learning process.	