MOOR PARK HIGH SCHOOL: CURRICULUM

Key Stage 4 Long Term Planning

Year 10 SYLLABUS: Pearson/Edexcel GCSE Business Studies

Intent: Students follow the Pearson Edexcel GCSE Business Studies specification. In Year 10, pupils develop a thorough understanding of how businesses are set up and the challenges entrepreneurs face. Learning is structured to build progressively from enterprise concepts to financial management, ownership, marketing and the external environment — equipping pupils with the analytical and evaluative skills required for exam success and for life as informed citizens and future professionals.

Curriculum Area: Art, Performance and Technologies Faculty

Year 10	**Autumn 1**	**Autumn 2**	**Spring 1**	**Spring 2**	**Summer Term**
Syllabus	**Topic 1.1 Enterprise and entrepreneurship** **Topic 1.2 Spotting a business opportunity**	**Topic 1.3 Putting a business idea into practice**	**Topic 1.4 Making the business effective**	**Topic 1.5 Understanding external influences on business**	**Topic 2.1 Growing the business**
Knowledge	Pupils study well-known entrepreneurs and the skills required to build a successful business. They explore how to identify gaps in the market, conduct primary and secondary market research, and understand the risks and rewards of starting a business.	Pupils understand how to manage business finances, including calculating revenue, costs and profit. They explore sources of finance available to small businesses and evaluate their suitability.	Pupils explain the different forms of business ownership and their legal responsibilities. They also examine how location, the marketing mix (4Ps) and a robust business plan contribute to business success.	Pupils explain how external factors — including interest rates, inflation, exchange rates, unemployment and government taxation — impact business performance and decision-making.	Pupils understand the methods and implications of growing a business, including organic and inorganic growth, globalisation, and the impact of trading internationally.
Skills	Pupils develop skills in analysing market research data to assess the viability of a business idea. They begin to justify business decisions using evidence from case studies.	Pupils calculate revenue, costs, profit, breakeven point and margin of safety. They interpret cash flow forecasts and assess whether a business idea is financially viable.	Pupils act as business advisers, evaluating a detailed business plan against key criteria to assess feasibility. They design and justify an integrated marketing mix for a given business context.	Pupils identify and explain factors beyond a business's control, including technological change, legislation and economic conditions. They practice structuring extended exam responses using evidence and evaluation skills.	Pupils analyse how businesses grow organically and inorganically and evaluate the benefits and drawbacks of each method. They explain trade barriers such as tariffs and the role of trade blocs.
Connections to previous learning	KS3 business workshops and enterprise activities provide a foundation for understanding market research, business planning and risk. Pupils build on their understanding of what makes a business idea successful.	Builds directly on Autumn 1. Pupils deepen their understanding of why cash is critical to starting and sustaining a business, connecting enterprise theory to practical financial management.	Builds on Autumn 2. Pupils see why accurate financial records and business planning are essential before a business can formalise its structure and develop a marketing strategy.	Extends Autumn 1 and 2 contents. Pupils connect their knowledge of starting a business to the wider economic environment, understanding how macro factors shape business strategy.	Connects to Autumn 1 and Spring 1. Pupils trace how a sole trader or private limited company might evolve into a public limited company, and what that growth means for ownership, finance and operations.
Assessment	End-of-term assessment covering Topics 1.1–1.2. Includes multiple choice and 3-mark questions. PLC checklists used for structured self-assessment and gap identification.	End-of-term assessment covering Topic 1.3. Includes multiple choice, 2-mark quantitative, 3-mark and 6-mark questions. PLC checklists used for self-assessment.	End-of-term assessment covering Topic 1.4. Includes multiple choice, 3-mark, 6-mark and case study questions. PLC checklists completed and reviewed with teacher feedback.	End-of-term assessment covering Topic 1.5. Includes multiple choice, 3-mark, 6-mark and 9-mark questions. Extended answer question practice integrated into revision.	End-of-year assessment covering Topics 1.1–2.1. Includes multiple choice, 3-mark, 6-mark, 9-mark and 12-mark questions. PLC checklists used to set targets for Year 11.
Homework	Weekly knowledge checks to consolidate understanding of enterprise and entrepreneurship vocabulary and concepts.	Weekly tasks involve quantitative practice: calculating profit, costs, cash flow and breakeven using exam-style questions.	Weekly exam-style questions covering business ownership, location, and marketing mixes including multiple choice and short-answer formats.	Weekly exam-style questions practicing short and extended answer responses on external business influences, with a focus on structuring 6-mark and 9-mark answers.	Weekly short and long answer exam questions on business growth. Pupils begin practicing higher-tariff 9-mark and 12-mark question responses.

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Cultural Capital	Pupils explore case studies of young entrepreneurs (e.g. under-25s who built successful businesses) to investigate how real people identified market gaps and overcame obstacles.	Pupils develop personal financial literacy through learning about budgeting, interest, loans, debit and credit cards — skills directly relevant to their own lives.	Pupils explore the real-world importance of credit scores and financial reputation, including how poor financial decisions can limit future opportunities.	Pupils understand how the wider economy affects their daily lives — including employment prospects and the cost of living — and learn their legal rights as consumers and employees.	Pupils explore how global businesses adapt products and marketing to different cultures and markets, developing appreciation of cultural diversity and international commerce.
Numeracy	Pupils interpret primary and secondary market research data, including bar charts, pie charts and tables.	Pupils calculate revenue, costs, profit, breakeven and margin of safety. Skills include percentage change, calculating interest and interpreting cash flow forecasts.	Pupils apply numerical reasoning to evaluate business plans, including assessing financial viability using figures from profit and cash flow data.	Pupils use formulas to calculate exchange rates and interpret their effect on import and export costs. Percentage change skills are reinforced.	Pupils read and interpret data on market share, growth rates and financial performance to compare methods of business expansion.
Literacy	Pupils use the key word 'Yellow Textbook' throughout the term. Lessons begin with key term recall activities. Business vocabulary is explicitly modelled and corrected. Pupils read current news articles linked to Topics 1.1–1.2 and discuss their relevance.	Pupils use the 'Yellow Textbook' for key term starters. Financial vocabulary is explicitly taught revenue, profit, loss, cash flow, breakeven. Pupils practice using acronyms to structure exam answers. News articles linked to business finance are discussed.	Pupils use the 'Yellow Textbook' for key term starters. Topic-specific vocabulary is reinforced: sole trader, partnership, franchise, public limited company, marketing mix. Pupils practice writing structured responses using exam acronyms and model answers.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: inflation, interest rate, exchange rate, unemployment, legislation. Pupils read current economic news articles and practice applying terminology in 6-mark and 9-mark answers.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: globalisation, tariff, trade bloc, multinational, organic growth, merger. Pupils read current business news and apply extended writing frameworks to higher-tariff questions.
CEIAG	FutureU workshop — My Online Brand: pupils explore how digital presence and personal branding matter in the modern job market.	Money Sense workshop by NatWest: pupils explore personal finance, budgeting and responsible borrowing — directly linked to Topic 1.3 content.	Visit to a local business (e.g. Leyland Trucks, BAE Systems or York's Chocolate Story): pupils observe real-world business operations and interview staff about their roles.	University business taster session: a local university delivers a session to broaden awareness of higher education pathways and support pupils in aspiring to Russell Group universities.	University business taster session: a local university delivers a session to broaden awareness of higher education pathways and support pupils in aspiring to Russell Group universities.

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Year 11 SYLLABUS: Pearson/Edexcel GCSE Business Studies.

Intent: In Year 11, pupils develop a deeper understanding of how established businesses grow, adapt and sustain success. Learning builds on Year 10 foundations to explore marketing strategy, operational efficiency, financial analysis and human resource management — culminating in structured exam preparation that develops both content knowledge and sophisticated exam technique.

Curriculum Area: Art, Performance and Technologies Faculty

Year 11	Autumn Term 1	Autumn 2	Spring Term 1		Spring 2	Summer 1
Syllabus	**Topic 2.1 Growing the business**	**Topic 2.2 Making marketing decisions**	**Topic 2.3 Making operational decisions**	**Topic 2.4 Making financial decisions**	**Topic 2.5 Making human resource decisions**	**Revision of topics: Theme 1 and Theme 2.**
Knowledge	Pupils learn about the ethical and environmental responsibilities of businesses operating globally. They explore how the marketing mix must reflect ethical values and sustainable practices.	Pupils extend their knowledge of the marketing mix (4Ps), examining how businesses adapt product design, pricing strategy, promotion and place decisions to different markets and contexts.	Pupils understand different methods of production (job, batch, flow), stock control methods including Just-in-Time, quality management approaches and how businesses process and manage sales.	Pupils identify and interpret gross profit, net profit and profit margins. They evaluate investment options using Average Rate of Return (ARR) and understand how to analyse financial statements.	Pupils understand the complexity of managing people effectively. They learn about motivation theories, recruitment and selection processes, training and development methods, and employment law.	Pupils revisit all key content from Theme 1 (Building a Business) and Theme 2 (Growing the Business), consolidating knowledge and applying it to full exam paper conditions.
Skills	Pupils evaluate the short- and long-term impacts on the business of behaving ethically. They analyse how pressure groups influence corporate Behaviour and assess the business case for sustainability.	Pupils evaluate the design mix of a range of products and assess marketing campaigns holistically, considering product lifecycle, pricing strategies, promotional methods and distribution channels.	Pupils recommend appropriate production methods for given business contexts and justify their choices. They analyse stock control graphs and suggest ways to improve quality management.	Pupils calculate gross profit, net profit and profit margin from financial data. They calculate ARR and use the result to make and justify investment recommendations.	Pupils recommend motivational strategies appropriate to different workforce contexts. They evaluate recruitment, training and performance management approaches, justifying their recommendations.	Pupils work through timed past papers covering the full specification. They refine exam techniques across all question types — from 1-mark definitions to 12-mark evaluative responses.
Connections to previous learning	Builds on Topic 2.1 (Summer Term, Year 10). Pupils deepen their understanding of global business operations and connect ethical considerations to decisions about growth and globalisation.	Extends Topic 1.4 (Spring 1, Year 10). Pupils revisit the 4Ps with greater sophistication, moving from understanding the marketing mix to critically evaluating marketing strategy in context.	Connects to Topic 1.1 (Year 10) where customer needs were introduced. Pupils now explore how production methods and quality management directly determine whether those needs are met consistently.	Builds on Topic 1.3 (Autumn 2, Year 10). Pupils move from calculating basic profit and breakeven to interpreting full financial statements and evaluating investment strategies.	Links to enterprise skills from Year 9 Transition and Topic 1.4 (Year 10). Pupils now explore the formal systems businesses use to recruit, develop and retain their most important asset: their people.	Pupils create a structured revision mind map connecting themes from across both years, identifying links between topics (e.g. how financial decisions connect to HR strategy and marketing).

Assessment	Assessment based on Year 10 Summer Term content (Topic 2.1). Includes multiple choice, 3-mark, 6-mark, 9-mark and 12-mark questions. PLC checklists completed to identify Year 11 starting points.	Timed assessment covering Autumn 1 (ethics and growth). Includes multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions. Frequent topic quizzes and key term recap throughout term. PLC self-assessment used. **1st set of Mock Examinations**	Timed assessment covering Autumn 2 (marketing decisions). Includes multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions. Regular quizzes and key term recaps. PLC self-assessment used.	Timed assessment covering Spring 1 (operational decisions). Focused on quantitative questions testing business formulas and data interpretation. Also includes short written questions. PLC self-assessment used. **2nd set of Mock Examinations**	Timed assessment covering Spring 2 (financial decisions and HR). Includes multiple choice, 2-mark, 3-mark, 6-mark, 9-mark and 12-mark questions. Regular quizzes and key term recaps. PLC self-assessment used.	Pupils complete full GCSE Business past papers under timed exam conditions. Responses are marked using the Edexcel mark scheme. Pupils self-assess and set final revision priorities.
Homework	Weekly long-answer exam questions (9-mark and 12-mark) on ethical and global business, developing evaluative writing skills under timed conditions.	Weekly exam-style tasks covering marketing decisions — a mix of multiple choice, short-answer and extended writing to embed knowledge and build exam confidence.	Weekly short and long answer exam questions on operational decisions, including quantitative stock control and quality management tasks.	Weekly quantitative homework: calculating gross profit, net profit, profit margins. Also includes written questions requiring data interpretation and investment justification.	Weekly exam-style questions on HR decisions, covering motivation, recruitment and training courses, including extended answer tasks requiring comparison and justification.	Weekly full-paper or themed past paper practice. Pupils self-mark using mark schemes and record progress to focus final revision efforts.
Cultural Capital	Pupils explore environmental issues through a business lens — learning how individual and corporate choices (recycling, reducing emissions, ethical sourcing) shape our shared future.	Pupils investigate different careers in marketing and the creative industries, exploring how marketing roles are evolving in a digital age.	Pupils explore operational and logistics roles through video case studies of businesses such as Amazon, BMW and Heinz, understanding how production efficiency underpins the global economy.	Pupils access and analyse the publicly available financial records of real businesses on the Companies House website, developing digital literacy and real-world financial awareness.	External speaker from a local employer (e.g. Leyland Trucks, BAE Systems or Westinghouse Springfields) shares insights into people management, workplace culture and motivating staff.	Pupils explore the range of careers, apprenticeships and higher education routes available in business, accounting and marketing — including local and national progression pathways.
Numeracy	Pupils interpret and compare data on ethical business performance, including environmental metrics and CSR statistics from real company reports.	Pupils analyse marketing data including market share, sales figures and pricing calculations. They interpret percentage change in the context of marketing campaigns.	Pupils read and interpret bar gate stock control graphs. They calculate reorder levels and analyse the financial implications of stock-out or overstock situations.	Pupils calculate gross profit, net profit and profit margin. They apply the ARR formula, interpret financial ratios and use quantitative data to justify investment decisions.	Pupils interpret workforce data such as labour turnover rates and absenteeism figures and use these to evaluate the effectiveness of HR strategies.	Pupils revisit all quantitative methods from both themes: breakeven, cash flow, profit calculations, ARR and exchange rate calculations — practiced under timed conditions.
Literacy	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: ethics, sustainability, pressure group, Fair Trade, corporate social responsibility. Pupils read current news articles on ethical business behaviour and practice extended writing using evidence from real contexts.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: design mix, product life cycle, extension strategy, viral marketing, e-commerce. Pupils practice writing structured evaluative responses using acronyms and model answers. Current marketing news articles are discussed.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: job production, batch production, flow production, Just-in-Time, quality control, quality assurance. Pupils practice structured writing using exam frameworks. Operational news stories (e.g. supply chain disruption) are used as discussion starters.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: gross profit, net profit, profit margin, ARR, balance sheet, income statement. Pupils practice interpreting financial data in written responses and writing evaluative answers that draw on quantitative evidence.	Pupils use the 'Yellow Textbook' for key term starters. Vocabulary focus: motivation, recruitment, training, appraisal, redundancy, employment law. Pupils practice writing extended answers comparing different HR strategies and justifying recommendations. News articles on workplace issues are used as stimulus material.	Pupils revisit key terminology from Theme 1 and Theme 2. Structured exam writing is practiced intensively — using acronyms, writing frames and exemplar mark-scheme responses. Pupils develop fluency in switching between question types and responding accurately under timed conditions.

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CEIAG	Pupils reflect on their own values and explore how personal ethics connect to career choices, including the growing importance of sustainability in business careers.	Pupils explore careers in marketing, advertising, digital media and brand management. They research the qualifications and skills required for roles in the marketing sector.	FutureU Advanced Manufacturing Workshop: pupils explore operational and engineering roles available in the Northwest, with a focus on STEM-linked business careers.	Pupils experience analysing real business finance data and exploring careers in accounting, finance and business analysis — including apprenticeship routes with major firms.	Pupils explore how businesses recruit and develop talent, reflecting on what employers look for and how to present themselves effectively for future opportunities.	Pupils explore the full range of post-16 and post-18 options in business, marketing and accounting — including A Levels, T Levels, apprenticeships and university courses.