

Sets (s): LCP

Summer A – LP5

YEAR __10c__

SUBJECT Business Studies

Knowledge Focus: Learning Aim B



Ysgol Uwchradd
Prestatyn
High School

This half term : Skills, Knowledge and Understanding to be developed:

This unit introduces you to the language and terminology used in business. It explores what businesses do, trends that affect them, how they operate and the factors that influence their success. You will explore different types of business ownership and how these relate to the size and scale of a business, as well as how the type of ownership impacts on the responsibilities of the owners of a business. Combined with looking at types of business model, you can begin to understand how diverse the world of business is. You will use your understanding of business language to investigate what businesses do by examining the aims and objectives they set, the importance of knowing their market and understanding the influence of their stakeholders. You will plan an idea for a realistic business start-up in your local area, based on your research, select a format and then present the business model and plan.

Key Terms to be learned this half term:

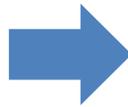
Customer satisfaction, social success, vision, target audience, routes to market and market research.

Week 1 and 2 Learning Objectives etc:

Describe, using relevant examples, the features of successful businesses (P3)

Compare the features, strengths and weaknesses of two successful businesses (M3)

To develop knowledge on common grammar mistakes



APP
LCP

Objective assessments:

PowerPoint and table

To assess learning aim B for common grammar mistakes in APP

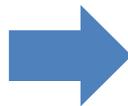
Homework:

Set By JSH

Week 3 and 4 Learning Objectives etc:

Describe, using relevant examples, the features of successful businesses (P3)

Compare the features, strengths and weaknesses of two successful businesses (M3)



Objective assessments:

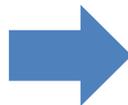
Powerpoint and table

Homework:

LCP – commong grammar mistakes

Week 5 and 6 Learning Objectives etc:

Prepare a realistic initial plan for a business idea suitable for the local area (P4)



Summ Ass
JSH

Report

Homework:

Set by JSH

Week 7 Learning Objectives etc:

Homework:

- **DIRT**