

Sets (s): JSH

Autumn A – LP1

YEAR 10B BU1

SUBJECT Business Studies

Knowledge Focus: Business Activity



Ysgol Uwchradd
Prestatyn
High School

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

Learners need to understand the nature of business activity and how it is concerned with meeting the needs of customers by providing a product or service, in most cases, for a profit. At the heart of business activity is enterprise and entrepreneurs, who initiate and grow businesses, with a wide range of aims and objectives. These objectives often adapt as businesses grow and as the market and competitive environment in which they operate changes.

Key Terms to be learned this half term:

The dynamic environment, internal economies of scale, horizontal integration, backwards integration, forward integration, diversification, franchise, franchisee, franchisor

<p>Week 1 and 2 Learning Objectives etc:</p> <ul style="list-style-type: none"> Recap: Suggest how a business can be affected by the changing business environment e.g. dynamic business environment Recap: The factors that influence location Identify the reasons for business growth Explain how businesses benefit from the above reasons for growth <p>Literacy Focus: Use a variety of strategies and resources to spell familiar and unfamiliar vocabulary correctly and subject specific words correctly.</p>	 <p>Objective assessments:</p> <p>GCSE Exam question - starter</p> <p>Literacy Focus: Use a variety of strategies and resources to spell familiar and unfamiliar vocabulary correctly and subject specific words correctly.</p>	<p>Homework:</p> <p>PESTLE analysis activity</p>
<p>Week 3 and 4 Learning Objectives etc:</p> <ul style="list-style-type: none"> Define internal economies of scale Identify and explain the reasons why some businesses remain small Define internal and external growth Identify and explain how business can grow internally and externally Explain the benefits and costs of forward / backward integration and diversification. 	 <p>Objective assessments:</p> <p>GCSE Exam question Use and spell key terms correctly- assess in work.</p>	<p>Homework:</p> <p>Investigate several examples of internal and external growth</p>
<p>Week 5 and 6 Learning Objectives etc:</p> <ul style="list-style-type: none"> Define the terms franchising, franchisor and franchisee The advantages and disadvantages of operating as a franchisor and franchisee. 	 <p>Objective assessments:</p> <p>GCSE Exam question GPSH – WG7c – Produce fluent and legible handwriting.</p> <p>Language – WL2 – Use technical terms, language and expression consistent with the subject content – assessed in work</p>	<p>Homework:</p> <p>Franchise basic workbook</p>
<p>Week 7 and 8 Learning Objectives etc:</p> <p>Recap: Business activity topic.</p>	<p>GCSE Exam question GPSH – WG7c – Produce fluent and legible handwriting.</p>	<p>Exam questions</p>