YEAR 10

BUSINESS STUDIES

CURRICULUM OVERVIEW

TERM ONE:		BYOD:
UNIT 1. UNDERSTANDING BUSINESS ACTIVITY	 BUSINESS ACTIVITY CLASSIFICATION OF BUSINESS ENTERPRISE, BUSINESS GROWTH AND SIZE 	Successful Entrepreneurs: Students will be divided into 3 groups. Team 1 will do research on top 10 Entrepreneurs n the world from internet and will learn Entreneurship.
	 TYPES OF BUSINESS ORGANISATION BUSINESS OBJECTIVES AND STAKEHOLDER OBJECTIVES 	Team 2 will watch videos on sole proprietor and partnership firms and will learn difference between it. Team 3 will find best article from internet which explains about stakeholders objectives and how stakeholders play important role in profit to a business.

TERM TWO: UNIT 3. MARKETING	• MARKETING, COMPETITION AND THE CUSTOMER	BYOD: Activity 1
	• MARKET RESEARCH	Students in a group will take any successful multinational company and will research on how company increases sales, how Market segmentation is done and will make chart work on how they used marketing mix for advertising.
	MARKETING MIXMARKETING STRATEGY	Activity 2 Students will be sitting in a team of 6. Each team will do research on what marketing strategy is used by Proctor and Gamble as they are considered as best in terms of sales and profit. Activity 3.
		Students will prepare power point presentation on Methods of primary and secondary research in a team. All students will be in a team of 4 students.
TERM THREE:	BUSINESS FINANCE FINANCE:NEEDS AND SOURCES	Activity 1. Students will be given time to settle in a team of 5 and will be asked to find internal and external sources of finance for fund lacking
UNIT 5	 CASH-FLOW FORECASTING AND WORKING CAPITAL INCOME STATEMENTS 	companies. Activity 2

FINANCIAL INFORMATION AND DECISIONS		Students will be divided into three teams .
	 STATEMENT OF FINANCIAL POSITION ANALYSIS OF ACCOUNTS 	Each team will take two financially strong companies and will download the final accounts of companies from internet and will learn how to find cash flows and how balance sheet is compared and accounts are analyzed.