

Year 10 CW-JGN Business Learning Programme 4

Reading texts that pupils will study
during the learning programme

Loric for LP4 is Initiative – students are taught how to think independently and are given opportunities to gain new experiences that enable them to use their imagination and common sense

The values we are learning about are **Justice** and **Integrity**:

Justice - acting with fairness towards others by respecting rights and responsibilities

Integrity - having strong moral principles

What will I be learning about in this Learning Programme?

Students will start to understand external influences on business. Students will be introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses

Where have I seen this learning before?

Students will use prior knowledge from LP1, LP2 and LP3 to support with the understanding of the content in this next LP. They will apply knowledge previously learnt to different business scenarios.

What could I use it for?

This knowledge will be used again in LP5 when we move forward through the course and looking how businesses develop beyond a start up.

Stakeholder newspaper articles, technology newspaper articles, business legislation articles

In LP4.1, I will know:	06/03/23 - (WK 1)	PR Focus	Key Vocabulary	Homework
how to understand the term legislation; how to understand the principles of consumer law; how to understand the principles of employment law.			Consumer law, consumer rights, employment law, health and safety, discrimination	Seneca 1.5.3 & 1.5.4
In LP4.2, I will know:	13/03/23 - (WK 2)	PR Focus	Key Vocabulary	Homework
how to understand the term economic climate; how to analyse the economic factors affecting businesses; how to analyse the external influences on a business.			economic climate	Seneca 1.5.5 & 1.5.6
In LP4.3, I will know:	20/03/23 - (WK 1)	PR Focus	Key Vocabulary	Homework
how to understand the term growth; how to identify the different types of internal growth; how to explain the types of internal growth. Extended Task			internal, organic	Seneca 2.1.1
In LP4.4, I will know:	27/03/23 - (WK 2)	PR Focus	Key Vocabulary	Homework
how to identify elements of the design mix; how to analyse the product lifecycle.			function, aesthetics	Seneca 2.2.1
In LP4.5, I will know:	17/04/23 - (WK 1)	PR Focus	Key Vocabulary	Homework
how to complete an assessment.				Assessment preparation
In LP4.6, I will know:	24/04/23 - (WK 2)	PR Focus	Key Vocabulary	Homework
how to explain the purpose of extension strategies; how to analyse the importance to a business of differentiating a product. Extended Task			Extension strategy, USP	Seneca 2.2.2
In LP4.7, I will know:	01/05/23 - (WK 1)	PR Focus	Key Vocabulary	Homework
how to identify the different types of external growth; how to explain the types of external growth.			merger, takeover	Seneca 2.1.2
In LP4.8, I will know:	08/05/23 - (WK 2)	PR Focus	Key Vocabulary	Homework
how to define the term price; how to identify different pricing strategies; how to analyse the different pricing strategies.			Skimming, penetration,	Seneca 2.2.3

Resources to support learning:

Teams page, BBC Bitesize, Tutor2U

FFET Award Challenge for this Learning Programme:

Attend an extra-curricular club, represent the academy at an event, attend an enrichment day, receive a subject praise postcard, attend a day trip, attend a Head of Year breakfast or afternoon tea, achieve 100 positive points on Class Charts, receive a letter of commendation from SLT, be invited to a wonderful Wednesday, receive a Principal's letter or be invited to a Principal's lunch, attend a residential trip.

