

## **Business Studies PoS: Year 10 HT1**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn to explore the use of branding and the promotional mix in business			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Describe the importance of branding for a business.  Identify elements of the marketing mix for a selected branded product.  Identify elements of the promotional mix used for a selected branded product.	Explain how branding is used in two businesses.  Assess the marketing mix for a selected branded product.  Describe the purpose of elements of the promotional mix used for a selected branded product.	Complete the Pass work and:  Compare the use of brand promotion in two businesses.  Explain the importance of selecting an appropriate promotional mix for a selected branded product.	Complete the Pass and Merit work and:  Evaluate the effectiveness of the promotional mix for a selected branded product.
Assessment			
Assessment will take the form of an assessed task based on the Project Portfolio.			

## **Business Studies PoS: Year 10 HT2**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn to explore the use of branding and the promotional mix in Business			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<p>Describe the importance of branding for a business.</p> <p>Identify elements of the marketing mix for a selected branded product.</p> <p>Identify elements of the promotional mix used for a selected branded product.</p> <p>Outline an idea and select a target market for a brand.</p>	<p>Explain how branding is used in two businesses.</p> <p>Assess the marketing mix for a selected branded product.</p> <p>Describe the purpose of elements of the promotional mix used for a selected branded product.</p> <p>Use branding methods and techniques to recommend a brand personality and a target market for a brand.</p>	<p>Complete the Pass work and:</p> <p>Compare the use of brand promotion in two businesses.</p> <p>Explain the importance of selecting an appropriate promotional mix for a selected branded product.</p> <p>Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.</p>	<p>Complete the Pass and Merit work and:</p> <p>Evaluate the effectiveness of the promotional mix for a selected branded product.</p>
<p>Assessment</p> <p>Assessment will take the form of an assessed task based on the Project Portfolio.</p>			

### **Business Studies PoS: Year 10 HT3**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn to develop and promote a brand for a business			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Outline an idea and select a target market for a brand.  Outline elements of a promotional campaign for a brand.	Use branding methods and techniques to recommend a brand personality and a target market for a brand.  Plan a promotional campaign for a brand.	Complete the Pass work and:  Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.  Justify the choice of promotional mix for a brand.	Complete the Pass and Merit work and:  Evaluate the effectiveness of a promotional campaign for a brand and recommend Improvements.
Assessment  Assessment will take the form of an assessed task based on the Project Portfolio.			

## **Business Studies PoS: Year 10 HT4**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn about job roles and functional areas in business			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Describe the purpose of two functional areas in two contrasting businesses.  Identify the responsibilities of two different job roles in a selected business.	Explain the purpose of different functional areas in two contrasting businesses.  Describe responsibilities of two different job roles in two contrasting businesses.	Complete the Pass work and:  Compare 2 job roles and responsibilities from different functional areas in two contrasting businesses.	Complete the Pass and Merit work and:  Analyse the impact of organisational structure on job roles and functional areas in a selected business, using appropriate example.
<b>Assessment</b>  Assessment will take the form of an assessed task based on the Project Portfolio.			

## **Business Studies PoS: Year 10 HT5**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn how to produce documentation for specific job roles			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<p>Produce a job description for a specific job.</p> <p>Produce, with guidance, a curriculum vitae and letter of application to apply for a suitable job.</p>	<p>Produce an appropriate and detailed job description and person specification for a specific job.</p> <p>Produce a curriculum vitae, letter of application and completed application form to apply for a suitable job role.</p>	<p>Complete the Pass work and:</p> <p>Produce an appropriate and detailed job description and person specification for a specific job, justifying why the documents will encourage effective recruitment.</p> <p>Justify how current knowledge and skills meet those required in a given person and job specification.</p>	<p>Complete the Pass and Merit work and:</p> <p>Analyse gaps in knowledge and skills that might require further training or development to match the requirements of a given person specification and job description.</p>
<p>Assessment</p> <p>Assessment will take the form of an assessed task based on the Project Portfolio.</p>			

**Business Studies PoS: Year 10 HT6**

Students will colour code as they work through the scheme of work.

Students will learn about... Students will learn how to demonstrate interview skills and plan career development			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Provide some appropriate responses to interview questions for a specific job role.  Produce, with guidance, a personal career development plan.	Produce appropriate responses to interview questions for a specific job role.  Produce a realistic personal career development plan.	Complete the Pass work and:  Demonstrate prior research and preparation when providing appropriate responses to interview questions for a specific job role.  Produce a realistic personal career development plan showing independent research and planning.	Complete the Pass and Merit work and:  Evaluate the suitability of a realistic career development plan using interview performance feedback and own reflection.
Assessment  Assessment will take the form of an assessed task based on the Project Portfolio.			