

# Year 10 Business - Component 1

## Learning Programme 4

<p>The LORIC skill focus for this LP is: INITIATIVE. The Moral Virtues focus for this LP are: INTEGRITY and GRATITUDE.</p> <p>Integrity - Having strong moral principles. I will show integrity by taking responsibility for my actions. Gratitude - Feeling and expressing thanks. I will show gratitude by saying please and thank you.</p> <p><b>What will I be learning about in this Learning Programme?</b> How to improve my Component 1 assessments based on feedback. I will build on my knowledge from previous component to develop an micro business idea.</p> <p><b>Where have I seen this learning before?</b> I have seen how a business owner has used skills and ideas to set up and run a successful small business.</p> <p><b>What could I use it for?</b> To develop, create and present my business idea to pass component 2.</p>		<p><b>Literacy Non-Negotiables:</b></p> <ul style="list-style-type: none"> <li>• Capital letters must be used at the start of sentences and for the first letter of proper nouns</li> <li>• Full stops must be used at the end of a sentence</li> <li>• Question marks must be used at the end of a question</li> <li>• Apostrophes should only be used for possession or omission</li> <li>• Days of the week and months must be spelled correctly</li> <li>• Key words must be spelled correctly</li> <li>• Vocabulary to be taught using the Frayer model</li> </ul>
--	--	---

<b>In LP4.1, I will know:</b>	<b>09/03/26 - (WK 2)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to review and act on feedback given to me by my teacher to improve my coursework mark. PEST Analysis.		Review	Continue with improving coursework

<b>In LP4.2, I will know:</b>	<b>16/03/26 - (WK 1)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to review and act on feedback given to me by my teacher to improve my coursework mark. Strengths & Weaknesses		Assess	Continue with improving coursework

<b>In LP4.3, I will know:</b>	<b>23/03/26 - (WK 2)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to review and act on feedback given to me by my teacher to improve my coursework mark. Opportunities & Threats.		Evaluate	Continue with improving coursework
Extended Task.			

<b>In LP4.4, I will know:</b>	<b>13/04/26 - (WK 1)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to generate a business idea; how to choose or reject a business idea; how to link my skills with my business ideas.		Generate	SENCA task on primary v secondary research

<b>In LP4.5, I will know:</b>	<b>20/04/26 - (WK 2)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to identify the best type of ownership; how to create aims for the business idea; what services my business idea will have to meet customer demand.		Ownership	SENCA task on Market Segmentation

<b>In LP4.6, I will know:</b>	<b>27/04/26 - (WK 1)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
how to set the pricing for my business; the features of the products/services I will offer;		Aims	SENCA task on Marketing Mix
Extended Task.			

<b>In LP4.7, I will know:</b>	<b>04/05/26 - (WK 2)</b>	<b>Frayer Model Words</b>	<b>Homework</b>
the different types of promotion I could used to promote my business idea; what promotional methods I will use to promote my business; how to identify my target market.		Promotion	SENCA task on the promotional mix

<b>Resources to support learning:</b>
<a href="https://www.youtube.com/watch?v=8Zwj7QoZw8">https://www.youtube.com/watch?v=8Zwj7QoZw8</a> <a href="https://www.pearsonschoolsandcolleges.co.uk/fe-vocational/subjects/business-and-economics-fe-vocational/btec-tech-award-2022-enterprise/pearson-revise-btec-tech-award-enterprise-revision-guide-2022">https://www.pearsonschoolsandcolleges.co.uk/fe-vocational/subjects/business-and-economics-fe-vocational/btec-tech-award-2022-enterprise/pearson-revise-btec-tech-award-enterprise-revision-guide-2022</a>

<b>FFET Award Challenge for this Learning Programme:</b>
To create an advert for my business idea.

