

KESTEVEN AND SLEAFORD HIGH SCHOOL



Computing Scheme of Learning

Year 8 – Topic 1 – Business Launch

Intent – Rationale

Topic Intent: the purpose of this unit is for students to research & develop an idea for a new local business and then use traditional marketing techniques to promote it

Curriculum Intent: Using technology creatively in a range of relevant contexts, encouraging independence, reflection and literacy... and developing skills to support future study, work and life in the modern world

KS3 PoS: undertake creative projects that involve selecting, using, and combining multiple applications

Sequencing – what prior learning does this topic build upon?	Sequencing – what subsequent learning does this topic feed into?
<ul style="list-style-type: none">• KS2 Computing (to varying degrees)• Year 7 Topic 3 (Graphics)	<ul style="list-style-type: none">• Cross-curricular skills in future years
What are the links with other subjects in the curriculum?	What are the links to SMSC, British Values and Careers?
<ul style="list-style-type: none">• N/A	<ul style="list-style-type: none">• GB4a, GB4c and GB4h
What are the opportunities for developing literacy skills and developing learner confidence and enjoyment in reading?	What are the opportunities for developing mathematical skills?
Directly linked to topic <ul style="list-style-type: none">○ https://www.investopedia.com/10-successful-young-entrepreneurs-4773310○ https://startups.co.uk/young-entrepreneurs-to-watch-2018/	<ul style="list-style-type: none">• N/A

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Intent – Concepts

What knowledge will students gain and what skills will they develop as a consequence of this topic?	
<p><u>Know</u></p> <ul style="list-style-type: none"> • • • 	
<p><u>Apply</u></p> <ul style="list-style-type: none"> • Research and develop a concept for a new local business based on • Produce a range of traditional marketing materials for their new local business including flyer/poster, business card, newspaper advert and merchandise 	
<p><u>Extend</u></p> <ul style="list-style-type: none"> • Investigate and use more advanced functions and conditional formatting in Excel 	
What subject specific language will be used and developed in this topic?	What opportunities are available for assessing the progress of students?
<ul style="list-style-type: none"> • <i>Marketing</i> the action or business of promoting and selling goods or services, including market research and advertising • <i>Goods</i> tangible goods that are created for sale to customers e.g. Shampoo • <i>Services</i> activities that are provided to customers, e.g. Hair dresser • <i>Competitors</i> Other business you are competing against • <i>Demographics</i> statistical data relating to the population and particular groups within it. • <i>House Style</i> a preferred manner of presentation and layout of written material. 	<ul style="list-style-type: none"> • In-Lesson observation and feedback • Self, Peer and Teacher evaluation of completed work with ensuing DIRT

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Intent – Concepts

Lesson title	Learning challenge	Higher level challenge	Suggested activities and resources
			See T drive