



Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Topic</b>	Topic 1.1 Enterprise and Entrepreneurship	Topic 1.2 Spotting a business opportunity	Topic 1.3 Putting a business idea into practice	Topic 1.4 Making the business effective	Topic 1.5 Understanding external influences on business	
<b>Content</b>	<ul style="list-style-type: none"> <li>Why new business ideas come about</li> <li>How new business ideas come about</li> <li>The impact of risk and reward on business activity</li> <li>The role of business enterprise and the purpose of business activity</li> <li>The role of entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>Identifying and understanding customer needs</li> <li>The purpose of market research</li> <li>Methods of market research</li> <li>The use of data in market research</li> <li>How businesses use market segmentation to target customers</li> <li>Understanding the competitive environment</li> <li>The marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>What business aims and business objectives are</li> <li>Business aims and objectives when starting up</li> <li>Why aims and objectives differ between businesses</li> <li>Business revenues, costs and profits</li> <li>Cash and cash-flow</li> <li>Sources of business finance</li> </ul>	<ul style="list-style-type: none"> <li>The concept of limited liability</li> <li>The types of business ownership for start-ups</li> <li>The option of starting up and running a franchise operation</li> <li>Factors influencing business location</li> <li>Business plans</li> </ul>	<ul style="list-style-type: none"> <li>Business stakeholders</li> <li>Technology and business</li> <li>Legislation and business</li> <li>The impact of the economic climate on businesses</li> <li>External influences</li>   <li>Revision and end of year Mock.</li> </ul>	
<b>Rationale/ Linking</b>	Theme 1 focused on 'Investigating small business', concentrating on the key business concepts, issues and skills involved in starting and running a small business through the lens of an entrepreneur setting up a business. Topic 1 introduces key ideas that underpin future learning in Business Studies.					
<b>Assessment</b>	Key terms tests at regular intervals, low stakes quizzes, end of unit test utilising GCSE exam style questions			<b>Learning Resources</b>		



Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Spring 2	Summer 1	Summer 2
<b>Topic</b>	Topic 2.1 Growing the business	Topic 2.2 Making marketing decisions	Topic 2.3 Making operational decisions	Topic 2.5 Making human resource decisions	Topic 2.4 Making financial decisions	Revision	
<b>Content</b>	<ul style="list-style-type: none"> <li>Business growth</li> <li>Changes in business aims and objectives</li> <li>Business and globalisation</li> <li>Ethics, the environment and business</li> </ul>	<ul style="list-style-type: none"> <li>Recap of marketing mix from Yr. 10</li> <li>Product – design mix, product life cycle</li> <li>Price – pricing strategies</li> <li>Promotion</li> <li>Place – methods of distribution</li> <li>Using the marketing mix to make business decisions</li> </ul>	<ul style="list-style-type: none"> <li>The purpose of business operations</li> <li>Production processes</li> <li>Managing stock</li> <li>The role of procurement</li> <li>Managing quality</li> <li>The sales process</li> </ul>	<ul style="list-style-type: none"> <li>Organisational structures</li> <li>Effective recruitment</li> <li>Effective training and development</li> <li>Motivation</li> </ul>	<ul style="list-style-type: none"> <li>Calculation of profit and profit margins</li> <li>Understanding business performance</li> </ul>	Guided revision programme focussing on key topics and exam technique	
<b>Rationale/ Linking</b>	<p>Students build on the base understanding of small start-up businesses. They focus on key business concepts, issues and decisions used to grow a business. Hence why this theme is delivered after the completion of theme 1. Theme 2 examines how a business develops beyond the start-up phase. It focuses on how to grow a business, with emphasis on aspects of marketing, operations, finance and human resources, and the impact of the wider world on the decisions a business makes as it grow</p>						
<b>Assessment †</b>	Key terms tests at regular intervals, end of unity test utilising GCSE exam style questions				<b>Learning Resources</b>		