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|  | **To support our students to develop as commercially minded and enterprising individuals in a way that helps them succeed in theirchosen pathway** |
|  | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
| Year 10 Business | **1.1 Enterprise andentrepreneurship*** The dynamic natureof business
* Risk and reward
* The role of businessenterprise

To develop both atheoretical and practicalunderstanding ofenterprise andentrepreneurship.To recognise the degreeof risk and reward inbusiness, and how riskcan be coped with.**1.2 Spotting a businessopportunity*** Customer needs
* Market research

**1.3 Putting a businessidea into practice*** Business aimsand objectives
* Business revenues, costs and profits
 | **1.3 Putting a businessidea into practice (cont)*** Cash and cashflow
* Sources ofbusiness finance

To be able to analysebusiness aims and objectives, and how they change over time and with business context.To understand and be able to calculate: business revenues, costs and profits, cash andcash-flow.**1.2 Spotting a businessopportunity (cont)*** Marketsegmentation
* The competitiveenvironment

To be able to analysemarkets in terms ofclassifying consumercharacteristics, howconsumers can bereached and targeted,and what strategies canbe developed to copewith competition.**1.4 Making the businesseffective*** The options for start-up and small business
 | **1.4 Making the business effective (cont)*** Business location
* The marketing mix
* Business plans

To understand the concept of limited liability and how thisunderpins the spread and reduction of risk for business owners. To develop anunderstanding of how businesses can market themselves and plan for change.**1.5 Understanding external influences on business*** Businessstakeholders
* Technology and business
* Legislation and business
 | **1.5 Understanding external influences on business (cont)*** The economy and business
* External influences

To learn andunderstand that businesses operate inmarkets with severalexternal factors whichaffect their operation,and forces them todevelop strategy tocope with change.**2.1 Growing the business*** Business growth
* Changes inbusiness aims andobjectives
* Business andglobalisation
 | **2.1 Growing the business (cont)*** Ethics, theenvironment andbusiness

To develop both atheoretical and practical understanding of business growth, domestically andinternationally. Tounderstand how ethical, as opposed to legislative factors affect businessbehaviour**2.2 Making marketingdecisions*** Product
* Price
* Promotion
* Place
* Using the marketing mix to make business decisions

To be able to analyseand apply the differentelements of the marketing mix to of build a competitive advantage. Tounderstand that theelements of the marketing mix can affect each other. | **2.3 Making operationaldecisions*** Businessoperations
* Working withsuppliers
* Managingquality
* The salesprocess

To understand theprocesses involved ineach operationalstage (stocks, qualityetc) and how theeffectiveness of eachstage affects theoverall success of thewhole firm, e.g.competitive costingand pricing, effectivecustomer service etc |

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| Year 11 Business | **2.4 Making financialdecisions*** Revision of 1.3
* Businesscalculations
* Understandingbusiness performance

To further developunderstanding of howthe firm’s success canbe monitored andmeasured using arange of financial dataand ratios**2.5 Making humanresource decisions*** Organisationalstructures
* Effectiverecruitment
 | **2.5 Making humanresource decisions (cont)*** Effective training anddevelopment
* Motivation

To understand the processes involved in each of theelements of the human resource function.To understand that appropriateorganisational structure,recruitment, training and staff motivation are crucial elementsof business success. | **Revision of Theme 1 and past exam papers**  | **Revision of Theme 2 and past exam papers**  | **External examinations**  |  |