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|  | **To support our students to develop as commercially minded and enterprising individuals in a way that helps them succeed in their chosen pathway** | | | | | |
|  | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
| Year 10 Business | **1.1 Enterprise and entrepreneurship**   * The dynamic nature of business * Risk and reward * The role of business enterprise   To develop both a theoretical and practical understanding of enterprise and entrepreneurship. To recognise the degree of risk and reward in business, and how risk  can be coped with.  **1.2 Spotting a business opportunity**   * Customer needs * Market research   **1.3 Putting a business idea into practice**   * Business aims and objectives * Business revenues, costs and profits | **1.3 Putting a business idea into practice (cont)**   * Cash and cash flow * Sources of business finance   To be able to analyse business 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 and cash-flow.  **1.2 Spotting a business opportunity (cont)**   * Market segmentation * The competitive environment   To be able to analyse markets in terms of classifying consumer characteristics, how consumers can be reached and targeted, and what strategies can be developed to cope with competition.  **1.4 Making the business effective**   * 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 this underpins the spread and reduction of risk for business owners. To develop an understanding of how businesses can market themselves and plan for change.  **1.5 Understanding external influences on business**   * Business stakeholders * Technology and business * Legislation and business | **1.5 Understanding external influences on business (cont)**   * The economy and business * External influences   To learn and understand that businesses operate in markets with several external factors which affect their operation, and forces them to develop strategy to cope with change.  **2.1 Growing the business**   * Business growth * Changes in business aims and objectives * Business and globalisation | **2.1 Growing the business (cont)**   * Ethics, the environment and business   To develop both a theoretical and practical understanding of business growth, domestically and internationally. To understand how ethical, as opposed to legislative factors affect business behaviour  **2.2 Making marketing decisions**   * Product * Price * Promotion * Place * Using the marketing mix to make business decisions   To be able to analyse and apply the different elements of the marketing mix to of build a competitive advantage. To understand that the elements of the marketing mix can affect each other. | **2.3 Making operational decisions**   * Business operations * Working with suppliers * Managing quality * The sales process   To understand the processes involved in each operational stage (stocks, quality etc) and how the effectiveness of each stage affects the overall success of the whole firm, e.g. competitive costing and pricing, effective customer service etc |

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| Year 11 Business | **2.4 Making financial decisions**   * Revision of 1.3 * Business calculations * Understanding business performance   To further develop understanding of how the firm’s success can be monitored and measured using a range of financial data and ratios  **2.5 Making human resource decisions**   * Organisational structures * Effective recruitment | **2.5 Making human resource decisions (cont)**   * Effective training and development * Motivation   To understand the processes involved in each of the elements of the human resource function. To understand that appropriate organisational structure, recruitment, training and staff motivation are crucial elements of business success. | **Revision of Theme 1 and past exam papers** | **Revision of Theme 2 and past exam papers** | **External examinations** |  |