



Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	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	Topic 2.1 Growing the business
Content	<ul style="list-style-type: none"> Why new business ideas come about How new business ideas come about The impact of risk and reward on business activity The role of business enterprise and the purpose of business activity The role of entrepreneurship 	<ul style="list-style-type: none"> Identifying and understanding customer needs The purpose of market research Methods of market research The use of data in market research How businesses use market segmentation to target customers Understanding the competitive environment The marketing mix 	<ul style="list-style-type: none"> What business aims and business objectives are Business aims and objectives when starting up Why aims and objectives differ between businesses Business revenues, costs and profits Cash and cash-flow Sources of business finance 	<ul style="list-style-type: none"> The concept of limited liability The types of business ownership for start-ups The option of starting up and running a franchise operation Factors influencing business location Business plans 	<ul style="list-style-type: none"> Business stakeholders Technology and business Legislation and business The impact of the economic climate on businesses External influences 	<ul style="list-style-type: none"> Business growth Changes in business aims and objectives Business and globalisation Ethics, the environment and business
Rationale/ Linking	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.					
Assessment	Key terms tests at regular intervals, low stakes quizzes, end of unit test utilising GCSE exam style questions			Learning Resources		



Term	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	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	
Content	<ul style="list-style-type: none"> Recap of marketing mix from Yr. 10 Product – design mix, product life cycle Price – pricing strategies Promotion Place – methods of distribution Using the marketing mix to make business decisions 	<ul style="list-style-type: none"> The purpose of business operations Production processes Managing stock The role of procurement Managing quality The sales process 	<ul style="list-style-type: none"> Organisational structures Effective recruitment Effective training and development Motivation 	<ul style="list-style-type: none"> Calculation of profit and profit margins Understanding business performance 	Guided revision programme focussing on key topics and exam technique	
Rationale/ Linking	<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>					
Assessment	Key terms tests at regular intervals, end of unity test utilising GCSE exam style questions			Learning Resources		