

# BUSINESS STUDIES



**ALDER**  
Community High School

## YEAR 10

Autumn 1	1.1 Enterprise & Entrepreneurship	
	(1.1.1 - The dynamic nature of business, 1.1.2 - Risk and reward, 1.1.3 - The role of business enterprise)	<p>Term 1, students will explore the dynamic nature of business and the factors that lead to the generation of new business ideas. They will learn about the impact of risk and reward on business activities and the crucial role of business enterprise. The concepts covered in this term lay the foundation for understanding entrepreneurship and its significance in the business world.</p> <p>Students will also be able to identify and explain the role of entrepreneurs in organising resources, making business decisions, and taking risks. Understanding these fundamental concepts will help students grasp the key elements involved in starting and running a small business.</p>
Autumn 2	1.2 Spotting a business opportunity	
	(1.2.1 - Customer needs, 1.2.2 - Market research, 1.2.3 - Market segmentation, 1.2.4 - The competitive environment)	<p>Term 2 will focus on identifying business opportunities and understanding customer needs through effective market research. Students will learn about various methods of market research, both primary and secondary, and how to utilise qualitative and quantitative data to inform business decisions. They will explore market segmentation and its role in targeting specific customer groups.</p> <p>Additionally, students will gain insights into the competitive environment and how businesses can assess their strengths and weaknesses against competitors. These concepts will help students recognise potential opportunities and develop strategies to capitalise on them.</p>



1.3 Putting ideas into practice		
Spring 1	(1.3.1 - Business aims and objectives, 1.3.2 - Business revenues, costs, and profits, 1.3.3 - Cash and cash-flow, 1.3.4 - Sources of business finance)	<p>Term 3 will delve into the practical aspects of turning a business idea into reality. Students will learn about setting business aims and objectives, considering both financial and non-financial goals. They will also gain knowledge of revenue, costs, and profits, along with break-even analysis to understand the financial viability of the business.</p> <p>Cash flow and its significance in business operations will also be explored.</p> <p>Additionally, students will examine various sources of business finance available to start-ups and established small businesses. Understanding these aspects is crucial for effectively managing a business's financial aspects and ensuring its sustainable growth.</p>
1.4 Making the business effective		
Spring 2	(1.4.1 - The options for start-up and small businesses, 1.4.2 - Business location, 1.4.3 - The marketing mix, 1.4.4 - Business plans)	<p>Term 4, students will explore the various options for starting and running a small business, including sole trader, partnership, and private limited company, and understand the advantages and disadvantages of each. The significance of business location and factors influencing location decisions will also be discussed.</p> <p>Students will gain insights into the marketing mix and its elements (price, product, promotion, place), and how businesses can tailor their marketing strategies based on the competitive environment and changing consumer needs. Lastly, students will explore the role and importance of business plans in minimising risks and obtaining finance. These concepts are vital for effectively managing business operations and ensuring its long-term success.</p>



<b>Summer 1</b>	<b>1.5 Understanding external influences</b>	
	(1.5.1 - Business stakeholders, 1.5.2 - Technology and business, 1.5.3 - Legislation and business, 1.5.4 - The economy and business, 1.5.5 - External influences)	<p>The final term focuses on understanding how external factors can influence business operations and decisions. Students will learn about various business stakeholders and their objectives, as well as how their interests may impact business activities. The influence of technology on businesses, including e-commerce, social media, and digital communication, will be explored.</p> <p>Additionally, students will understand the impact of legislation, including consumer and employment law, on business operations. The role of the economy in affecting businesses and how businesses respond to changes in the economic climate will also be discussed. Understanding these external influences is crucial for businesses to adapt and thrive in a dynamic environment.</p>
<b>Summer 2</b>	<b>Consolidation and mock exam</b>	
	Revision and Mock Examination. Term 6 will be dedicated to revision and preparing for the upcoming mock examination. During this term, students will review the key concepts covered in the previous terms and engage in practice exercises to reinforce their knowledge and skills. Teachers will provide targeted feedback to help students address any areas of weakness and ensure they are well-prepared for the mock examination.	