

Business Enterprise	Term 1		Term 2		Term 3	
Year 10 THEMES	Understand entrepreneurship, business organisation and the importance of stakeholders	Understand the marketing mix, market research, market types and orientation types	Understand operations management, internal and external influences on business.	External Assessment	Understand research, resource planning, growth and development for business and enterprise, human resource requirements for a business start-up.	
Recall knowledge and show understanding Apply knowledge and understanding contexts and novel situations, including finding creative solutions. Analyse and evaluate knowledge and understanding judgements and reach conclusions. Demonstrate and apply technical skills and processes. Manage and evaluate the project	Understand: Entrepreneur, characteristics and skills, and aims and objectives. Sources of finance available to the business. Stakeholders.	Understand: The marketing mix, product life cycle and the Boston Matrix. The methods of market research and the advantages and disadvantages	Understand: Methods of production and customer service. Business growth Taxation, interest rates, GDP, and employment.	Preparation for and completion of external assessment.	Understand: Resource planning, Internal and External growth. The recruitment process and remuneration. Employment legislation.	
Assessment	Unit 1	Unit 1	Unit 1	Unit 1	Unit 2	Unit 2
Year 11 THEMES	Understand sources of enterprise funding and business finance	Understand business and enterprise planning	Internal Synoptic Project			
Recall knowledge and show understanding. Apply knowledge and understanding contexts and novel situations, including finding creative solutions. Analyse and evaluate knowledge and understanding judgements and reach conclusions. Demonstrate and apply technical skills and processes. Manage and evaluate the project	Understand: Sources of finance. Financial documents. Ratio Analysis. Cash Flow forecasting and Break-Even graphs.	Understand: The purpose of a business plan. The sections of the business plan.	Completion of the Internal Synoptic Project.			
Assessment	Unit 2	Mock Synoptic Project	Unit 1 and 2			

Business Studies	Term 1		Term 2		Term 3	
Year 10 THEMES	Enterprise and entrepreneurship	Spotting a business opportunity	Putting a business idea into practice	Making the business effective	Understanding external influences on business	
<p>Demonstrate knowledge and understanding of business concepts and Issues</p> <p>Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions</p>	<p>Students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship</p>	<p>Students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.</p>	<p>Students will focus on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p>	<p>Students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.</p>	<p>Students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.</p>	
Assessment	Unit 1.1	Unit 1.2	Unit 1.3	Unit 1.4	Unit 1.5	Unit 1 Mock exam
Year 11 THEMES	Growing the business	Making marketing decisions	Making operational decisions	Making financial decisions	Making human resource decisions	
<p>Demonstrate knowledge and understanding of business concepts and Issues</p> <p>Apply knowledge and understanding of business concepts and issues to a variety of contexts</p> <p>Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions</p>	<p>Students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.</p>	<p>Students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.</p>	<p>Students focus on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>	<p>Students will explore the tools a business has to support financial decision-making, including ratio analysis and the use and limitation of a range of financial information.</p>	<p>Making human resource decisions Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.</p>	
Assessment	Unit 2.1	Unit 2.2	Unit 2.3	Unit 2.4	Unit 2.5	Unit 2 Mock exam