

Business Studies	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	Theme 1: Investigating small business					
	<p style="text-align: center;">Enterprise and entrepreneurship</p> <p>Introduction to the dynamic nature of business in relation to how and why business ideas come about. We explore the impact of risk and reward on business activity and the role of entrepreneurship.</p>	<p style="text-align: center;">Spotting a business opportunity</p> <p>We explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. We focus on understanding the competition.</p>	<p style="text-align: center;">Putting a business idea into practice</p> <p>This topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.</p>	<p style="text-align: center;">Making the business effective</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 style="text-align: center;">Understanding external influences on business</p> <p>Introduction 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>	<p style="text-align: center;">Revision and End of Theme Assessment</p>
Year 11	Theme 2: Building a business					
	<p style="text-align: center;">Growing the business</p> <p>Introduction to the 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 style="text-align: center;">Making marketing decisions</p> <p>We explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace</p>	<p style="text-align: center;">Making operational decisions</p> <p>This topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.</p>	<p style="text-align: center;">Making financial decisions –</p> <p>This topic explores 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 style="text-align: center;">Making human resource decisions</p> <p>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>	<p style="text-align: center;">Revision Exam Practice</p>