

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 9	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p><b>1.1.1</b> The dynamic nature of business – Why new business ideas come about: Changes in technology Changes in what consumers want Products and services becoming obsolete. How new business ideas come about: Original ideas Adapting existing products/services/ideas</p> <p><b>1.1.2</b> Risk and reward – The impact of risk and reward on business activity: Risk: business failure, financial loss, lack of security. Reward: business success, profit, independence.</p>	<p>Topic 1.1 Enterprise and entrepreneurship</p> <p><b>1.1.3</b> The role of business enterprise and the purpose of business activity: To produce goods or services To meet customer needs To add value: convenience, branding, quality, design, unique selling points The role of entrepreneurship: An entrepreneur: organises resources, makes business Decisions, take risks.</p> <p>Topic 1.2 Spotting a business opportunity</p> <p><b>1.2.1</b> Customer needs – identifying and understanding customer needs</p>	<p><b>1.2.2</b> Market research – The purpose of market research To identify and understand customer needs To identify gaps in the marks To reduce risk To inform business decisions. Methods of market research: Primary research: survey, questionnaire, focus group, observation Secondary research: internet, market reports, government reports The use of data in market research: Qualitative and quantitative data The role of social media in collecting market research data The importance of the reliability of market research</p>	<p><b>1.2.3</b> Market segmentation – How businesses use market segmentation to target customers: Identifying market segments: location, demographics, lifestyle, income, age Market mapping to identify a gap in the market and the competition</p> <p><b>1.2.4</b> The competitive environment – Understanding the competitive environment: Strengths and weaknesses of competitors based on: price, quality, location, and product range and customer service. The impact of competition on business making.</p>	<p>Topic 1.3 Putting a business idea in to practice</p> <p><b>1.3.2 - Monday</b> Revenue, costs and profits Revenue Fixed and variable costs Total costs Profit and loss Interest Break even level of output Margin of safety Break even analysis.</p> <p><b>Friday – Blackpool football club running enterprise programme</b></p>	<p><b>1.3.2</b> Margin of safety Break even analysis.</p> <p><b>1.3.3</b> The importance of cash to a business: Pay suppliers, overheads, employees Prevent business failure Cash v profit Calculation and interpretation of cash flow forecast: Inflow, outflow, net cash, opening and closing balances.</p> <p><b>1.3.1</b> Business aims and objectives: Financial aims and objectives: survival, profit, sales, market share, financial security Non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control.</p> <p><b>1.3.4</b> Sources of business finance Short term and long term options available to a business</p>

<p><b>Year 10</b></p>	<p>Topic 1.4 Making business effective</p> <p><b>1.4.1</b> The options for start-up and small businesses: The implications of limited and unlimited liability The types of business ownership for start-ups: Sole trader, partnership, private limited company The advantages and disadvantages of types of ownerships. Advantages and disadvantages of franchising.</p> <p><b>1.4.2</b> Business location: Proximity to: market, labour, material and competitors Nature of business activity Impact of the internet: e-commerce and/or fixed premises.</p> <p><b>1.4.3</b> The marketing mix: Price, product, promotion, place How the elements work together Changing customer needs/internet.</p>	<p><b>1.4.4</b> The role and importance of business plans: Identify: idea, aims and objectives, target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. The purpose of planning business activity: The role and importance of a business plan in minimising risk and obtaining finance. Topic 1.5 understanding external influences on business</p> <p><b>1.5.1</b> Who business stakeholders are and their different objectives: Shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government: How stakeholders are affected by business activity Possible conflicts between stakeholders.</p>	<p><b>1.5.2</b> Technology and business Different types of technology used by business: e-commerce Social media Digital communication Payment systems</p> <p>How technology influences business activity in terms of: Sales Costs Marketing mix</p> <p><b>1.5.3</b> Legislation and business: Principles of consumer law: quality and consumer rights Principles of employment law: recruitment, pay, discrimination, and health and safety</p> <p>The impact of legislation on businesses: Cost Consequences of meeting and not meeting these obligations</p>	<p><b>1.5.4</b> The economy and business The impact of the economic climate on businesses: unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates</p> <p><b>1.5.5</b> External influences The importance of external influences on business: Possible responses by the business to changes in: technology, legislation, the economic climate.</p> <p><b>Recap of topics 1.4 and 1.5</b></p>	<p>Topic 2.1 Growing the business</p> <p><b>2.1.1</b> Business growth Methods of business growth and their impact: • Internal and external businesses: Public limited company (plc) Sources of finance: • Internal sources: retained profit, selling assets • External sources: loan capital, share capital including stock market flotation (public limited</p> <p><b>2.1.2</b> Changes in business aims and objectives • market conditions, technology, performance, legislation, internal reasons How business aims and objectives change as businesses evolve: • survival or growth • Entering or exiting markets</p>	<p><b>2.1.3</b> Business and globalisation: Imports and exports • Changing business locations • Multinationals Barriers to international trade: • tariffs • trade blocs • Changing the marketing mix to compete internationally</p> <p><b>2.1.4</b> Ethics, the environment and business • How ethical considerations influence business activity: possible trade-offs between ethics and profit • The potential impact of pressure group activity on the marketing mix</p>
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<p><b>Year 11</b></p>	<p>Topic 2.2 Making marketing decisions  <b>2.2.2</b>  Product  The design mix:  Function, aesthetics, cost  The phases of the product life cycle  Extension strategies  The importance to a business of differentiating a product/service  <b>2.2.2</b>  Price  Pricing strategies  Influences on pricing strategies: technology, competition, market segments, product life cycle  <b>2.2.3</b>  Promotion  Appropriate promotion strategies for different market segments  The use of technology in promotion  <b>2.2.4</b>  Place  Methods of distribution: retailers and e-tailors (e-commerce)</p>	<p>Topic 2.3 Making product decisions  <b>2.3.1</b>  Business operations  To produce goods  To provide services  Different types: job, batch, flow  The impact of different types of production processes: keeping productivity up and costs down and allow for competitive prices  Impacts of technology on production.  <b>2.3.2</b>  Working with suppliers  Managing stock:  The use of just in time (JIT) stock control  the role of procurement:  Relationships with suppliers  The impact of logistics and supply decisions.  <b>2.3.3</b>  Managing quality  Goods and services -quality assurance  <b>2.3.4</b>  The sales process    The importance to businesses of providing good customer service  <b>Recap of topics 2.1-2.3</b></p>	<p>Topic 2.4 Making financial decisions  <b>2.4.1</b>  Business calculations  Gross profit  Net profit  Gross profit margin  Net profit margin  Average rate of return  <b>2.4.2</b>  Understanding business performance  Information from graphs and charts  Financial data  Marketing data  Market data  Topic 2.5 Making people decisions    <b>2.5.1</b>  Organisational structures  Hierarchical and flat  Centralised and decentralised  The impact of insufficient or excessive communication on efficiency and motivation  Barriers to effective communication  Different ways of working:</p>	<p><b>2.5.2</b>  Effective recruitment  Different job roles and responsibilities  How businesses recruit people  <b>2.5.3</b>  Effective training and development  How businesses train and develop employees  Why businesses train and develop employees:    <b>2.5.4</b>  Motivation  Financial and non financial methods.    <b>Revision</b></p>	<p><b>Revision &amp; Recap</b></p>	<p><b>Exams</b>    <b>Theme 1: Investigating small business</b>    Written examination: 1 hour and 30 minutes    50% of the qualification    90 marks    <b>Theme 2: Building a business</b>    Written examination: 1 hour and 30 minutes    50% of the qualification    90 marks    <b>Both papers are divided into three sections and consist of calculations, multiple – choice, short answer and extended – writing questions.</b></p>
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