

YEAR 10	Autumn Term (Cycle 1)	Spring Term (Cycle 2)	Summer Term (Cycle 3)
<b>Students will know and remember...</b>	<p>The four functional areas of business (Marketing, business operations, finance, HR)</p> <p>The dynamic nature of business - why and how new businesses come about. The impact of risk and reward on business activity</p> <p>The role of business enterprise and the purpose of business activity; the role of entrepreneurship.</p> <p>Customer needs including: price, quality, choice and convenience. Ways of understanding and identifying customers (and its importance to business survival)</p> <p>The purpose, methods (including data analysis) of market research The use of market segmentation to target customers.</p> <p>The impact of competitors on business.</p>	<p>The differences between financial and non-financial aims and objectives when setting up a business and why these differ between businesses.</p> <p>Concept and calculation of revenue, fixed and variable costs, total cost, profit and loss, break even output, interest and margin of safety</p> <p>How to interpret break even diagrams.</p> <p>Ways in which businesses use cash and why this is important. How to calculate and interpret cash-flow forecasts.</p> <p>Different sources of finance for start-up or established small businesses.</p>	<p>The concept of limited liability including implications for the business owner.</p> <p>Types of business for start-up (Sole trader, private limited company, partnership) including advantages and disadvantages. Advantages and disadvantages of franchising. Factors which influence business location.</p> <p>How elements of the marketing mix influence each other</p> <p>The role, importance and purpose of business planning.</p> <p>The role and impact of business stakeholders The influence and use of technology in business The purpose and impact of legislation How unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates impact business.</p>
<b>Case Studies/ Enrichment projects</b>	The Story of Gym Shark Changes in technology: Amazon	Vending machine project	Financial crash 2008 Impact of Covid Local business focus (An example in the news at the time of teaching)
<b>Themes</b>	<b>Marketing; Business Operations; Finance; Human Resources</b>		
<b>So that they can...</b>	<p>Consider new ideas about business in different contexts</p> <p>Describe how and why business ideas come about</p>	<p>Set up business aims and objectives</p> <p>Calculate revenue, fixed and variable costs, total costs, Profit and loss, interest</p>	<p>Evaluate the advantages and disadvantages of limited liability and describe its impact on business ownership</p>

	<p>Analyse the outcome of market research to identify customer needs.</p> <p>Analyse factors of a competitive business environment to inform business decisions</p> <p>Describe risk and reward in the context of a business</p> <p>Describe how and why value can be added to a product</p>	<p>Interpret break-even diagrams</p> <p>Calculate and interpret cash flow forecasts</p> <p>Write a business plan</p>	<p>Evaluate the advantages and disadvantages of franchising.</p> <p>Apply business knowledge to case studies in order to make decisions which would impact upon the four functional areas of business.</p> <p>Analyse the impact of their own business decisions and make sound judgements which they can justify.</p>
--	--	--	--

YEAR 11	Autumn Term (Cycle 1)	Spring Term (Cycle 2)	Summer Term (Cycle 3)
<p><b>Students will know and remember...</b></p>	<p>Methods of business growth and their impacts</p> <p>Types of business ownership for growing a business (PLC)</p> <p>Internal and external sources of finance</p> <p>How and why business aims and objectives change in response to market conditions, technology, legislation, internal reasons.</p> <p>Impact of globalisation in business (imports, exports, tariffs, international competition)</p> <p>The impact of ethical and environmental considerations on business activity, including the impact of pressure group activity</p> <p>The concept of a product (design mix, life cycle)</p>	<p>The purpose of business operations, production methods and the impact of technology on production methods.</p> <p>The use of bar-gate stock graphs and the JIT model to manage stock control.</p> <p>The role of procurement in terms of relationships with suppliers and the impact of logistics and supply decisions</p> <p>Importance and methods of quality control and quality assurance - links to controlling costs and gaining a competitive advantage.</p> <p>The role of product knowledge, speed and efficiency of service, customer engagement, responses to customer feedback, post-sales service in sales.</p>	<p>HR structures within business organisations</p> <p>Factors which affect motivation</p> <p>Process of recruitment (including outlay and investment)</p> <p>The importance of communication, types of communication and barriers to communication.</p> <p>Different ways of working (including part time, full time, free lance)</p> <p>Roles and responsibilities within a business organisation and training/development strategies</p>

	<p>Influence of technology, competition, market segmentation and product lifecycle on pricing</p> <p>Methods of promotion: advertising, sponsorship, product trials, special offers, branding</p> <p>The role of retailers and e-tailers</p>	<p>How to calculate profit and profit margins</p> <p>Factors which are used to determine and describe business performance</p>	
<b>Case Studies/ Enrichment projects</b>	iPhone Playstation	GymShark Vending machine project	
<b>Themes</b>	<b>Marketing; Business Operations; Finance; Human Resources</b>		
<b>So that they can...</b>	<p>Examine familiar companies and analyse their growth</p> <p>Analyse contemporary businesses in terms of the marketing decisions based around product, price, promotion and place</p>	<p>Interpret bar-gate stock graphs</p> <p>Calculate gross profit, net-profit, gross profit margins, net profit margins and average rate of return</p> <p>Use information from graphs and charts, financial data, marketing data, to support, inform and justify business decisions.</p> <p>Write a business plan</p>	<p>Identify and describe organisational structures and analyse the impact on small to multinational businesses.</p> <p>Communicate with others in a deliberate manner and analyse how different styles of communication achieve different goals.</p> <p>Analyse and evaluate of business structure impacts on the efficiency of business.</p> <p>Make decisions and judgements based on Human Resources to positively impact a business.</p>