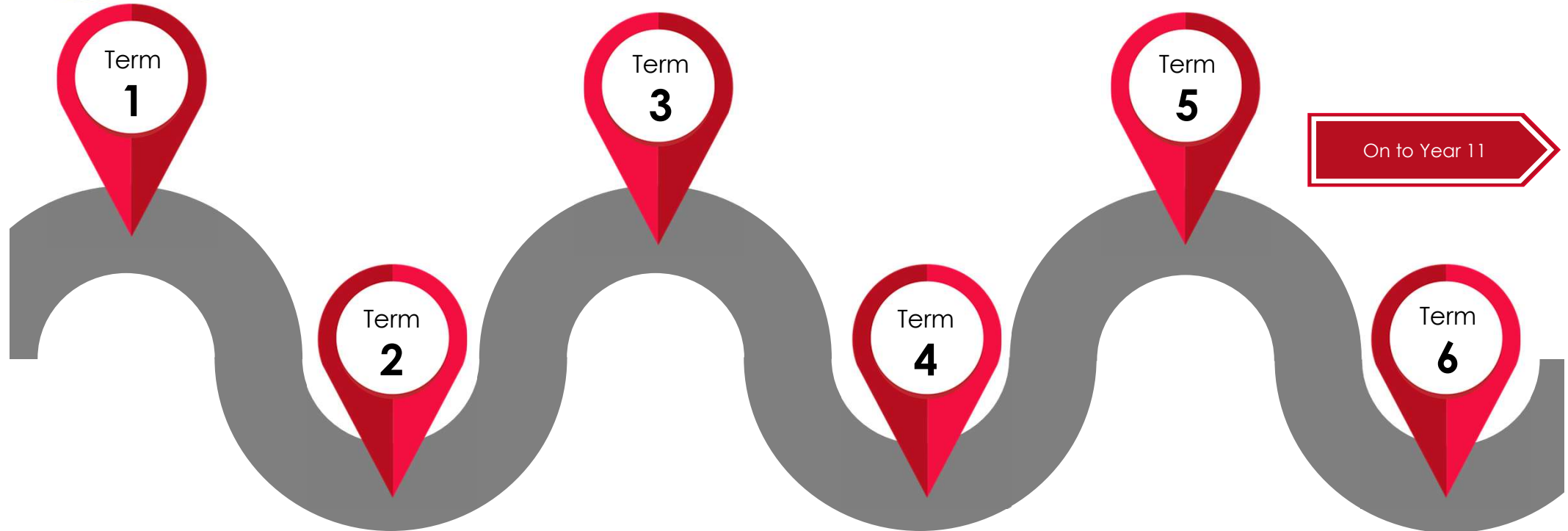




Business Studies Year 10



Business 1 1. Business Activity

- 1.1 The role of enterprise and Entrepreneurship
- 1.2 Business Planning
- 1.3 Business Ownership
- 1.4 Business Aim and Objectives
- 1.5 Stakeholders in Business

Business 1 1. Business Activity

- 1.3 Business Ownership
- 1.6 Business Growth

Business 2 4. Operations

- 4.1 Production Processes
- 4.2 Quality of goods and services
- 4.3 The sales process and customer service

Business 2 4. Operations

- 4.3 The sales process and customer service
- 4.4 Consumer Law
- 4.5 Business Location
- 4.6 Working with Suppliers

Business 1 2. Marketing

- 2.1 The Role of Marketing
- 2.2 Market Research
- 2.3 Market Segmentation
- 2.4 The Marketing Mix

Business 2 5. Finance

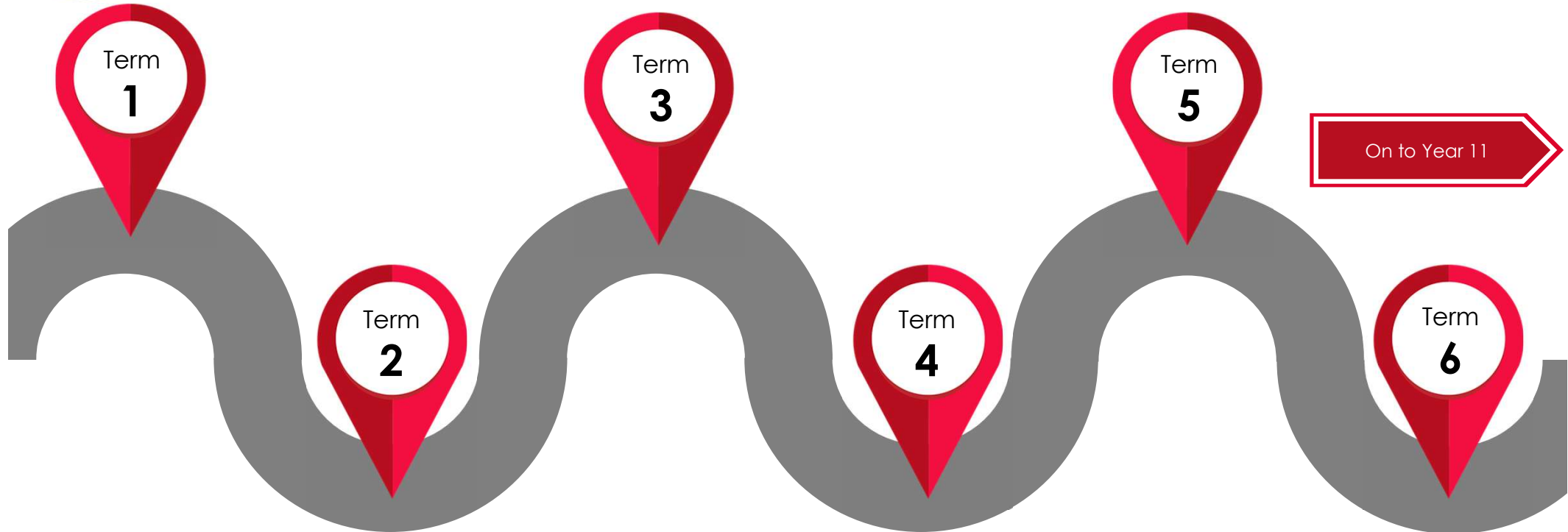
- 5.1 The role of the finance function
- 5.2 Sources of Finance
- 5.3 Revenue Cost and Profit
- 5.4 Break Even
- 5.5 Cash Flow

Business 1 3. People

- 3.1 The role of human resources
- 3.2 Organisational Structures and different ways of working
- 3.3 Communication in Business



Enterprise and Marketing Year 10



R064 Enterprise and Marketing Concepts

Background topics

LO6: Understand different functional activities needed to support a business start-up

R064 Enterprise and Marketing Concepts

LO5: Understand factors for consideration when starting up a business

LO1: Understand how to target a market

R064 Enterprise and Marketing Concepts

LO3: Understand product development

LO4: Understand how to attract and retain customers

R064 Enterprise and Marketing Concepts

LO2: Understand what makes a product or service financially viable

Exam Preparation

R065 – Design a Business Proposal

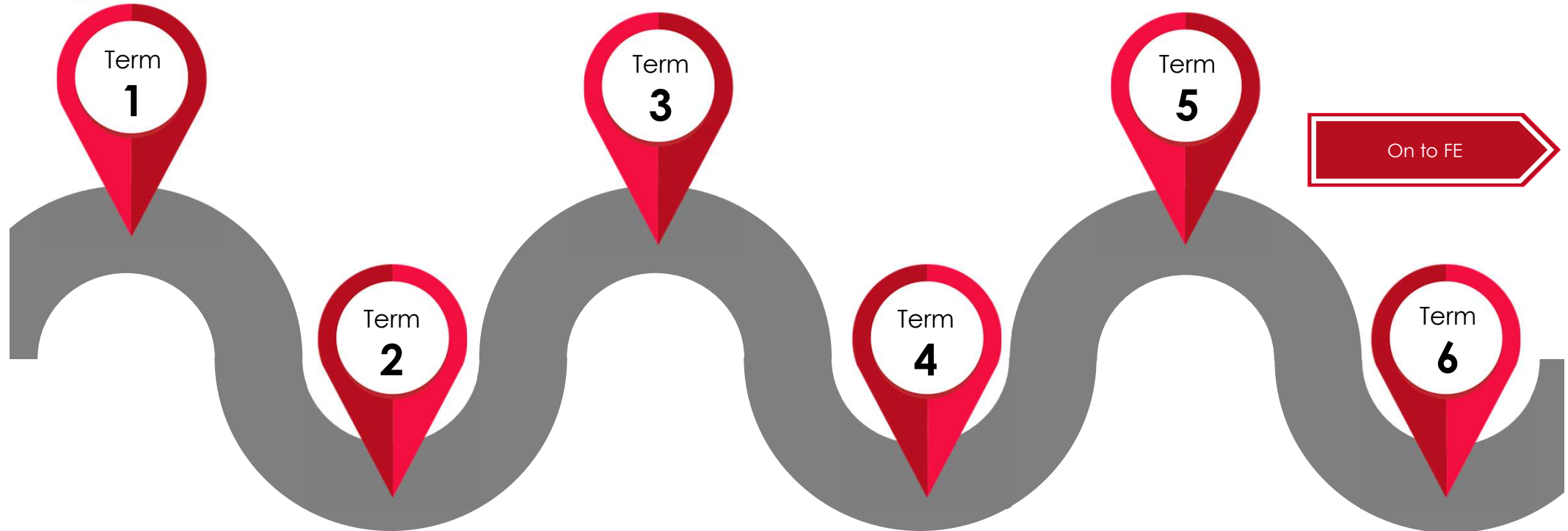
LO1: 1: Be able to identify the customer profile for a business challenge

R065 – Design a Business Proposal

LO2: Be able to complete market research to aid decisions relating to a business challenge.



Business Studies Year 11



Business 2 5. Finance

- 5.1 The role of the finance function
- 5.2 Sources of Finance
- 5.3 Revenue Cost and Profit
- 5.4 Break Even
- 5.5 Cash Flow

Business 1 2. Marketing

- 2.1 The Role of Marketing
- 2.2 Market Research
- 2.3 Market Segmentation
- 2.4 The Marketing Mix

Business 2 6. Influences on Business

- 6.1 Ethical and Environmental
- 6.2 The economic Climate
- 6.3 Globalisation

Business 2 7. The interdependent nature of business

- 7.1 The interdependent nature of business
- 7.2 Risk and reward
- 7.3 Using financial information in decision making

Business 1 Revision

Business 2 Revision

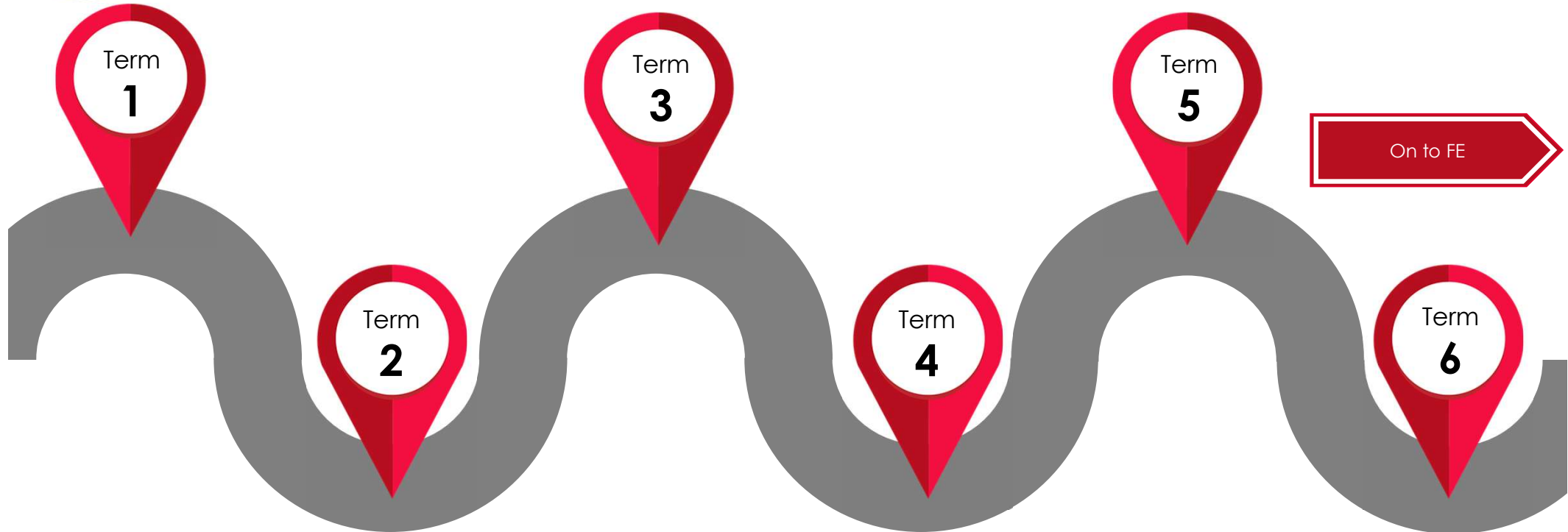
Business 1 Revision

Business 2 Revision

External Examinations



Enterprise and Marketing Year 11



R065 – Design a Business Proposal

LO1: 1: Be able to identify the customer profile for a business challenge.

R065 – Design a Business Proposal

LO2: Be able to complete market research to aid decisions relating to a business challenge.

Exam Preparation

R065 – Design a Business Proposal

LO3: 3: Be able to develop a design proposal for a business challenge

LO 4: Be able to review whether a business proposal is viable

R066 – Market and Pitch a Business Proposal

LO1: Be able to develop a brand identity and promotional plan to target a customer profile

LO2: Be able to plan a pitch for a proposal.

R064 Enterprise and Marketing Concepts

Revision

External Examinations