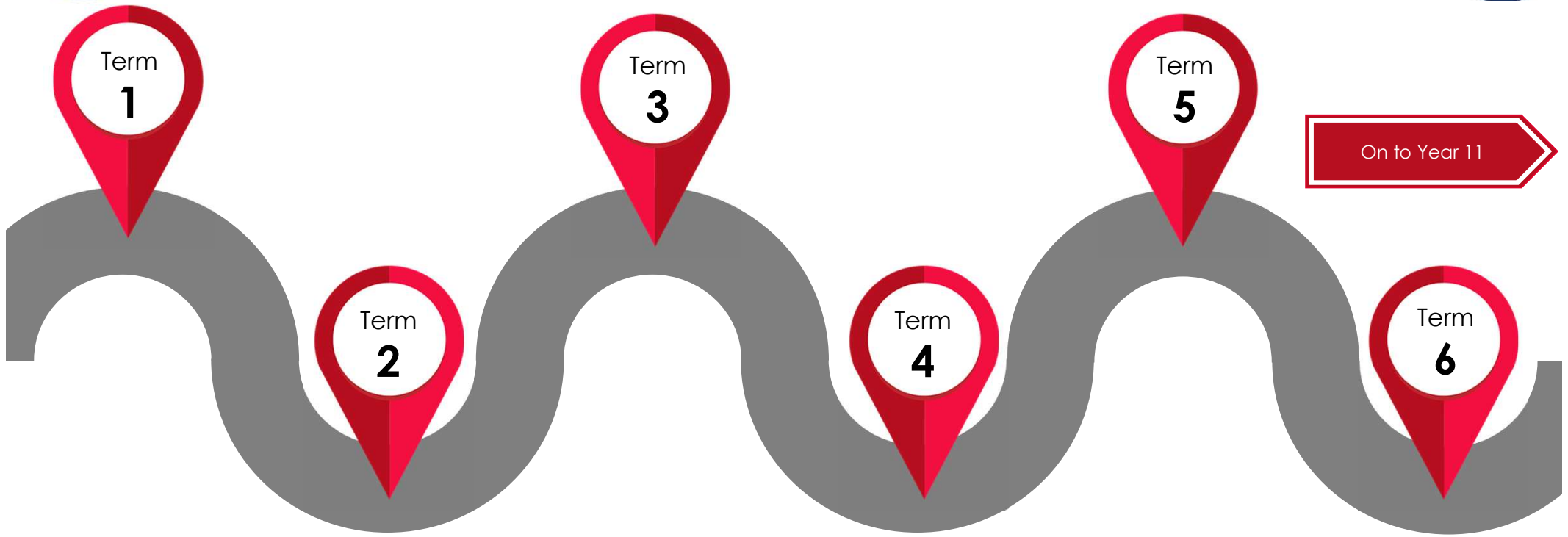




Business Studies Year 10



On to Year 11

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

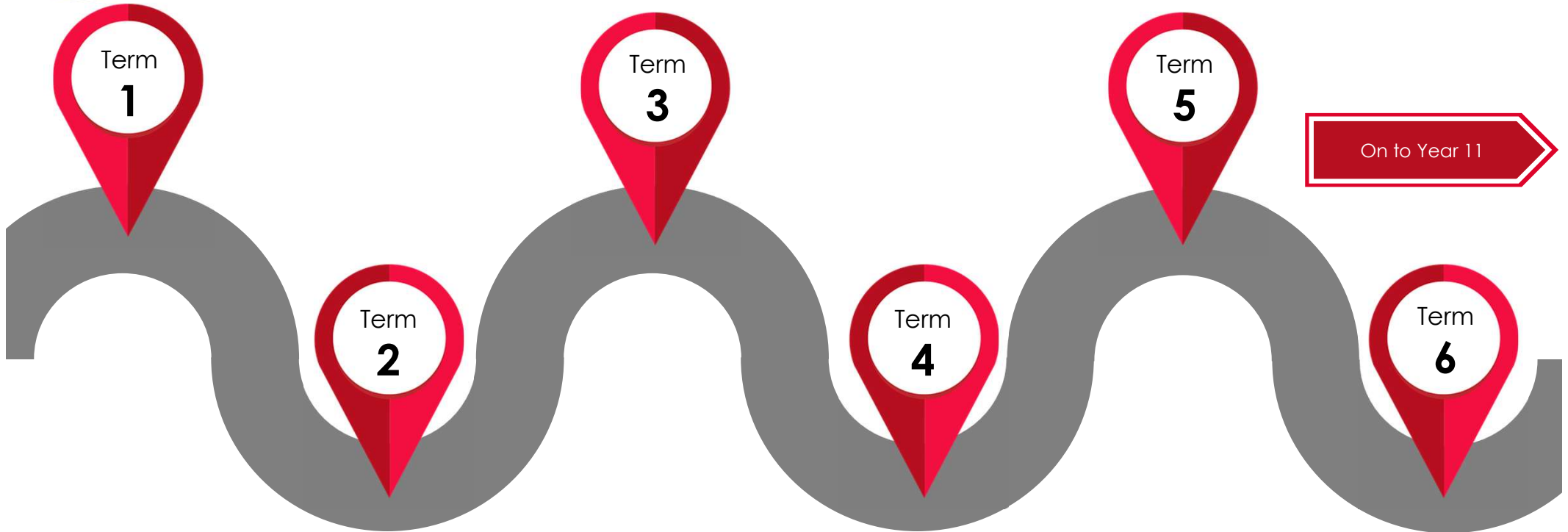
5.1 The role of the finance function
5.2 Sources of Finance
5.3 Revenue Cost and Profit
5.4 Break Even
5.5 Cash Flow

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

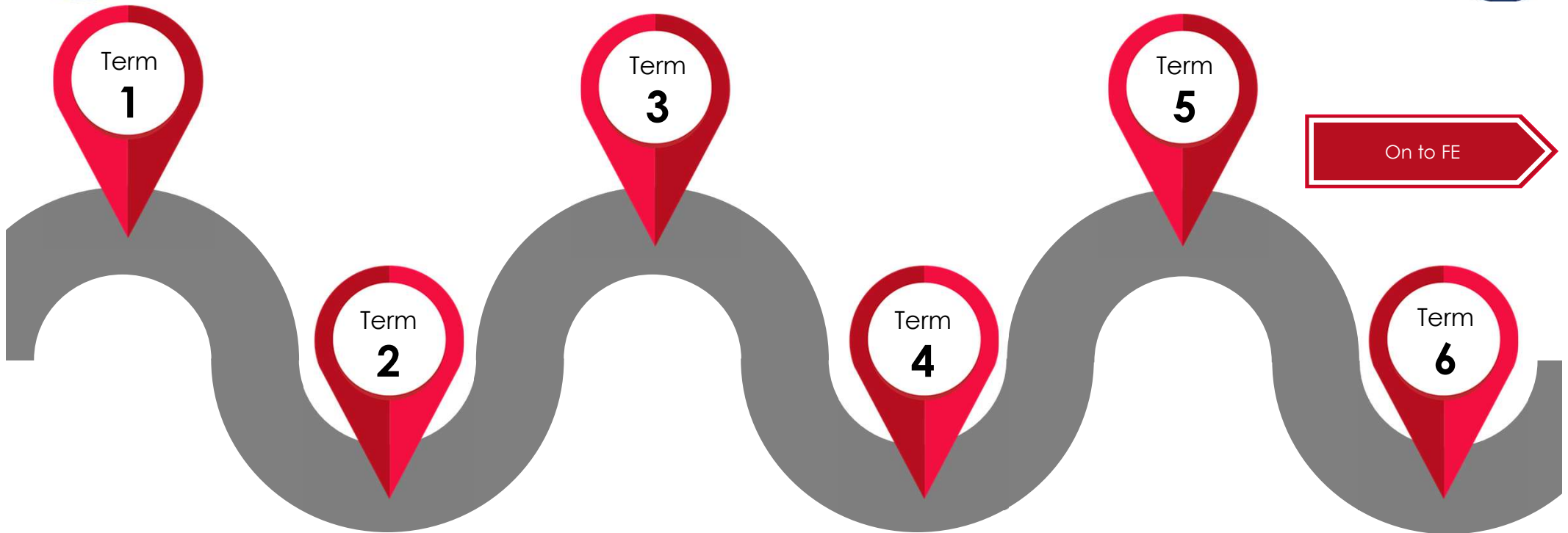
LO1: 1: Be able to identify the customer profile for a business challenge

R065 – Design a Business Proposal

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



Business Studies Year 11



Term
1

Term
3

Term
5

On to FE

Term
2

Term
4

Term
6

**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**

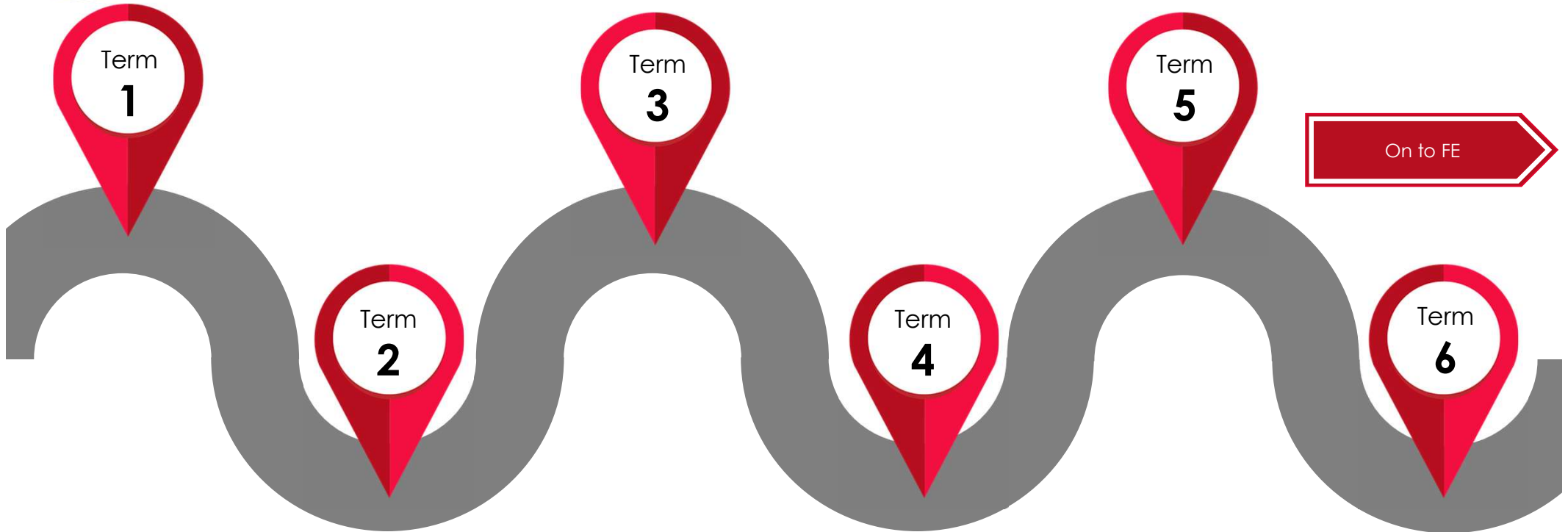
**Business 1
Revision**

**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