



# Curriculum

## Outline of Content

### Year 10



## Assessment

### Autumn Term

#### Enterprise and entrepreneurship

6 lessons

- The dynamic nature of business
- Risk and reward
- The role of business enterprise
- The role of entrepreneurship

#### Spotting a business opportunity

6 lessons

- Customer needs
- Market research.
- Market segmentation
- The competitive environment.

### Spring Term

#### Putting a business idea into practice

6 lessons

- Business aims and objectives
- Revenues, costs and profits
- Cash and cash-flow
- Sources of business finance

#### Making the business effective

6 lessons

- The options for start-up and small businesses
- Business location
- The marketing mix
- Business plans

### Summer Term

#### Understanding external influences on business

6 lessons

- Business stakeholders
- Technology and business
- Legislation and business
- The economy and business
- External influences

#### Exam skills

Consolidation of topic content and development of exam technique and skills

Autumn Term

- Individual activity grades
- 33% from each activity goes towards overall termly grade

Spring Term

- Individual activity grades
- 33% from each activity goes towards overall termly grade

Summer Term

- Individual activity grades
- 50% from each activity goes towards overall termly grade

End of Year Grade

- Each activity will be worth 20% of final end of year grade.



# Curriculum

## Outline of Content

### Year 11



## Assessment

### Autumn Term

#### Growing the business

6 lessons

- Business growth
- Changes in business aims and objective
- Business and globalisation
- Ethics, the environment and business

#### Making marketing decisions

6 lessons

- Product. Price. Promotion. Place
- Using the marketing mix to make business decisions

### Spring Term

#### Making product decisions

5 lessons

- Business operations
- Working with suppliers
- Managing quality
- The sales process

#### Making financial decisions

4 lessons

- Business calculations
- Understanding business performance

#### Making human resource decisions

3 lessons

- Organisational structures
- Effective recruitment

### Summer Term

#### Making people decisions

2 lessons

- Effective training and development
- Motivation

#### Revision

Past Paper mock exam

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- 33% from each activity goes towards overall termly grade

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- Individual activity grades
- 50% from each activity goes towards overall termly grade

End of Year Grade

- Each activity will be worth 20% of final end of year grade.