

Business Department Programme of Study

	Year 10	Year 11
Phase 1	<p>Theme 1 – Investigating small business</p> <p>1.1 Enterprise and entrepreneurship - Looking at how new business ideas are generated. Role of Business enterprise.</p> <p>1.2 Spotting a Business opportunity. Identifying customer needs. Market research, primary and secondary methods. Market segmentation, market mapping.</p> <p>Assessments skills – AO1a&b 3 and 6 mark questions built in to teaching.</p>	<p>Theme 2 – Building a Business</p> <p>2.1 Growing the Business – Changes in aims and objectives, making referenced to prior learning in theme 1.3.</p> <p>2.2 – Making marketing decisions – Design mix, Product life cycle stages, pricing strategies.</p> <p>2.2 – Making marketing decisions. Importance of the marketing mix in business decisions.</p> <p>– AO1a&b 3, AO2 and AO3 assessed</p>
Phase 2	<p>1.3 Putting a Business idea into practice. Different aims and objectives for business.</p> <p>Formulas for calculations of costs, revenues, cash flow and rates of interest</p> <p>1.4 Making the Business effective. Different forms of ownership and liability. Business locations. The marketing mix.</p> <p>Focus on context required in exam question AO2</p> <p>Assessment style 9 mark questions AO3</p>	<p>2.4 – Business calculations – recap of theme 1 calculations of profits and revenue. Theme 2 calculations, Gross Profit, Net Profit, GPM and NPM. Average rate of return. (AO2)</p> <p>2.3 Making operational decisions - Productivity of the workforce. Job, batch, flow production. Procurement, working with suppliers. Managing quality within business. The sales process.</p> <p>AO1a&b 3, AO2 and AO3 assessed</p>
Phase 3	<p>1.5 Understanding external influences .</p> <p>Stakeholders and their objectives. Technology in business. The economy and business.</p> <p>Revision planned in for Year 10 trial exams A</p>	<p>2.5 – Making HR decisions. Organisational structures. The importance of communication in the business. Different ways of working. Effective recruitment. Effective training and development of staff. Motivation of the workforce. Revision for exams.</p>
Phase 4	<p>External influences. Changes in laws and technology. Business research task ICE – Dragon’s Den. Students prepare a pitch and business plan.</p> <p>Theme 2 – Building a Business</p> <p>2.1 Growing the business – Methods of growth.</p>	<p>STUDY LEAVE</p>