

Concept	Explanation of concept
Exploring Enterprise and Entrepreneurship	Examining the Characteristics of Businesses and their owners. Discussing how businesses invent and innovate to create products and services that customers want, through the use of Market Research. Exploring the internal and external Business Environment that enterprises operate in. Determining the effect these factors will have on different business contexts.
Business Environment	
Financial Decision making	Understanding, creating and interpreting a range of financial documents and tools that enterprises use to plan, monitor and assess business performance in order to make decisions on how to improve performance over time.
Brand Management	Interpreting market information to enable to exploration of methods used by businesses to stimulate and maintain demand for their products and services, taking into consideration factors affecting the choices available.
Operations and Human Resources Management	Examining operational management by focusing on meeting customer needs through the design, supply, quality and sales decisions a business makes. Examining how growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity.

September 2022- July 2023	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Year 10						
Learning	Enterprise and entrepreneurship – students are introduced to the dynamic nature of business in relation to how and why business ideas come about. They also explore the impact of risk and reward on business activity and the role of entrepreneurship.	Spotting a business opportunity – students will explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. They will also focus on understanding the competition.	Putting a business idea into practice – this topic focuses on making a business idea happen through identifying aims and objectives and concentrating on the financial aspects.	Making the business effective – students will explore a range of factors that impact on the success of the business, including location, the marketing mix and the business plan.	Understanding external influences on business – students are introduced to a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. Students will explore how businesses respond to these influences.	Synoptic assessment of learning through the completion of a micro-enterprise idea. Students will be tasked with producing a business plan for a researched micro enterprise idea that they will pitch to investors.
Hinge Learning	<ul style="list-style-type: none"> Why new business ideas come about How new business ideas come about The impact of risk and reward on business activity The role of business enterprise and the purpose of business Activity The role of entrepreneurship 	<ul style="list-style-type: none"> What customer needs are The importance of identifying and understanding customer needs The purpose of market research How businesses use market segmentation to target customers The impact of competition on business decision making 	<ul style="list-style-type: none"> Financial objectives for a business start-up Understanding the difference between fixed and variable costs The calculation of Revenue, Total Costs, Break-even and Margin of Safety Understanding how interest is both a revenue and a cost The difference between cash and profit The calculation of net cash flow 	<ul style="list-style-type: none"> Difference between limited and unlimited liability The 4P's of the marketing mix Why the 4P's change over time Impact of technology on the 4P's 	<ul style="list-style-type: none"> The difference between shareholders and stakeholders Types of technology used by businesses The purpose of legislation Identifying changes in the economic climate of the UK 	Synoptic assessment of learning through the completion of a micro-enterprise idea. Students will be tasked with producing a business plan for a researched micro enterprise idea that they will pitch to investors.
Concepts	Exploring Enterprise and Entrepreneurship	Exploring Enterprise and Entrepreneurship	Exploring Enterprise and Entrepreneurship, Financial Management	Exploring Enterprise, Business Environment, Brand management	Business Environment,	

Sticking Points Common Misconceptions	1. All new enterprise ideas are new and original 2. Risk is not thought of in terms of its "probability" of happening. 3. To mix up goods and services	SMART objectives - not specific enough (unachievable for a small start-up) Target market - describing who their customer will be	Profit - A business does not need to make a profit to survive TC - Students forget to multiply VC X units sold FC versus VC - the difference between the two Cash is not Profit & Cash does not necessarily mean cash, it can be held in the bank Personal savings is not risk free The cost of Share Capital is not simply a share in the profits it is also a share of the ownership and control	Ltd Versus PLC Franchisor Versus Franchisee Understanding that not all businesses have to be a brick's and mortar location The difference between e-commerce and m-commerce BOG OFF, Discounts etc are forms of promotion not pricing strategies	Stakeholders and shareholders mean the same Interest is gained and paid Impact of exchange rates when importing and exporting	
AOs	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts	AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts
Mastery Learning	To develop both a theoretical and practical understanding of enterprise and entrepreneurship. To recognise the degree of risk and reward in business, and how risk can be coped with in different business situations	To be able to analyse markets in terms of classifying consumer characteristics, how consumers can be reached and targeted, and what strategies can be developed to cope with competition within different business contexts.	To be able to analyse business aims and Objectives, and how they change over time and with business context. To understand and be able to calculate: Business revenues, costs and profits, Cash and cash-flow for different businesses and their contexts.	To discuss the concept of limited liability and how this underpins the spread and reduction of risk for business owners in different business contexts. To analyse and evaluate how businesses market themselves and plan for change using different business situations.	To analyse and evaluate the external factors which affect the operation of enterprises and to evaluate the strategies employed cope with change within different business contexts.	

Year 11

Learning	Growing the business – students are introduced to methods of growth and how and why business aims and objectives change as businesses evolve. The impact of globalisation and the ethical and environmental questions facing businesses are explored.	Making marketing decisions – students will explore how each element of the marketing mix is managed and used to inform and make business decisions in a competitive marketplace.	Making operational decisions – this topic focuses on meeting customer needs through the design, supply, quality and sales decisions a business makes.	Making financial decisions – students will explore the tools a business has to support financial decision making, including ratio analysis and the use and limitation of a range of financial information.	Making human resource decisions – growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. These aspects are considered in this final topic.	Review and revision
Links to previous learning	Students further their knowledge of business aims and objectives learned in 1.3.1 by considering how these change over time and with changing external factors such as competition. Complex factors such as globalisation are introduced to widen the application of several business ideas to international markets.	The marketing knowledge gained in 1.4.3 is expanded upon by investigating each of the elements of the marketing mix in greater detail. In particular, students will investigate how different changes to the marketing mix can affect other elements.	The material here builds on learning in 1.3. Operational processes involved in holding stocks, or not, are investigated and different systems evaluated. The notion of 'quality' and how to control for this in whole organisations is studied.	Further work on 1.3 is carried out with students investigating more complex calculations such as gross and net profit ratios. Investment appraisal is also introduced via the Average Rate of Return.	Students investigate and evaluate different corporate structures and evaluate this in terms of how it promotes business success. The Human Resources function is also studied, including an analysis and evaluation of different ways of motivating workers.	
Hinge Learning	*Methods of Growth: internal and external * Financing business Growth * Changes in business aims and objectives *Globalisation * Ethical and Environmental considerations	*Product - Design Mix and the Product life Cycle *Price - Pricing strategies and the influences affecting choice *Promotion - Strategies for promotion, technology in promotion and the factors affecting choice. *Place - Distribution methods *The interconnectivity of the marketing mix *Competitive advantage	*Production processes - job, batch, flow - cost implications, impact of technology on production *Managing Stock, relationships with suppliers *Quality Control and Quality Assurance - impacts of these processes on cost and competitive advantage *The sales process and customer service	*Gross profit / net profit - including GPM, NPM and ARR *Interpreting data to make business decisions	*Organisational Structures - Hierarchical, flat, centralised and decentralised *Importance and impact of effective communication *Different ways of working *The recruitment process *training and development of employees *Methods of employee motivation	
Concepts	Business Environment	Brand Management	Operations and Human Resources Management	Financial Decision making	Operations and Human Resources Management	
Sticking Points Common Misconceptions	- The difference between PLC and Ltd - The concept of "Capital" and its meaning - impact of exchange rate fluctuations on imports and exports	- Difference between differentiation and diversification Categorisation of marketing strategies	- The concept of productivity - Interpretation of stock graphs - The concept of competitive advantage	- Using calculations to discuss performance of a business	- The order in which the recruitment process happens	

<p style="text-align: center;">AOs</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>	<p>AO1 Demonstrate knowledge and understanding of business concepts and issues AO2 Apply knowledge and understanding of business concepts and issues AO3 Analyse and evaluate business information and issues to demonstrate understanding of business activity, make judgements and draw conclusions to a variety of contexts</p>
<p style="text-align: center;">Mastery Learning</p>	<p>To develop both a theoretical and practical understanding of business growth, domestically and internationally. To understand how ethical, as opposed to legislative factors affect business behaviour.</p>	<p>To be able to analyse and apply the different elements of the marketing mix to of build a competitive advantage. To understand that the elements of the marketing mix can affect each other.</p>	<p>To understand the processes involved in each operational stage (stocks, quality etc) and how the effectiveness of each stage affects the overall success of the whole firm, e.g. competitive costing and pricing, effective customer service etc.</p>	<p>To further develop understanding of how the firm's success can be monitored and measured using a range of financial data and ratios</p>	<p>To understand the processes involved in each of the elements of the human resource function. To understand that appropriate organisational structure, recruitment, training and staff motivation are crucial elements of business success.</p>	