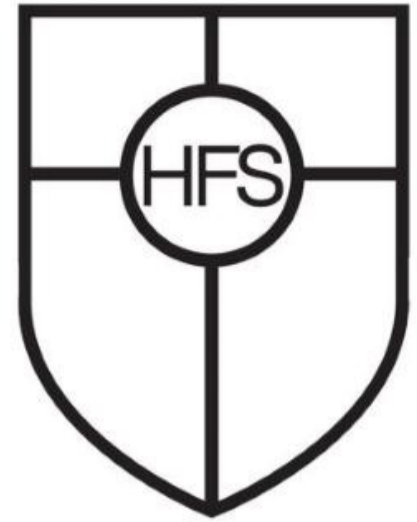


# Learning Journey for Business Studies



Year 10	Autumn	Spring	Summer
	1 Enterprise 2 Competition 3 Market Research 4 Market Segmentation 5 Case Studies	1 Business Aims and Objectives 2 Revenue, Cost and Profit 3 Break Even 4 Cash Flow 5 Sources of Finance	1 Business Ownership Structures 2 Business Location 3 Marketing Mix and Business Plans 4 Stakeholders and Technology 5 Government

Year 11	Autumn	Spring	Summer
	1 Business Growth 2 Sources of Finance 3 Globalisation 4 Ethics and Environmental Influences 5 Marketing Mix	1 Product Life Cycles 2 Pricing Strategies 3 Promotion 4 Production and Stock 5 Business Calculations	1 Data and Performance 2 Organisational Structures 3 Ways of Working 4 Recruitment and training 5 Motivation

**CONCEPTS -** Exploring Enterprise and Entrepreneurship, Exploring Enterprise and Entrepreneurship, Financial Management, Exploring Enterprise and Entrepreneurship, Financial Management, Business Environment, Operations and Human Resources Management, Financial Decision Making