

## Year 10

During Year 10 students ...

### Autumn Term:

#### **The role of business enterprise and entrepreneurship**

- The purpose of business activity and enterprise
- Characteristics of an entrepreneur
- The concept of risk and reward

#### **Business planning:**

- The purpose of planning business activity
- The role, importance and usefulness of a business plan

#### **Revenue, costs, profit and loss:**

- The concept of revenue, costs and profit and loss in business and their importance in business decision-making
- The different costs in operating a business
- Calculation of costs and revenue
- Calculation of profit/loss

#### **Business ownership:**

- The features of different types of business ownership
- The concept of limited liability
- The suitability of differing types of ownership in different business contexts

#### **Business aims and objectives:**

- The aims and objectives of business
- How and why objectives might change as businesses evolve
- Why different businesses may have different objectives

#### **Stakeholders in business**

- The roles and objectives of internal and external stakeholder groups
- The effect business activity has on stakeholders
- The effect stakeholders have on business

#### **Business growth**

- Organic growth
- External growth

#### **The role of marketing**

- The purpose of marketing within business

#### **Market research**

- The purpose of market research
- Primary research methods

- Secondary research sources
- How appropriate different methods and sources of market research are for different business purposes
- The use and interpretation of qualitative and quantitative data in market research

### **Market segmentation**

- The use of segmentation to target customers

### **Spring Term:**

#### **The marketing mix**

- The four Ps of the marketing mix and their importance
  - The product
  - The product - stages of the product life cycle
  - Pricing methods
  - Promotion - point of sale
  - Promotion – advertising
  - Place - distribution of products and services
- How the four Ps of the marketing mix work together
- The use of the marketing mix to inform and implement business decisions
- Interpretation of market data

#### **The role of human resources**

- The purpose of human resources within business

#### **Organisational structures and different ways of working**

- organisational structures
- The terminology of organisation charts
- Why businesses have different organisational structures
- Ways of working

#### **Communication in business**

- Ways of communicating in a business context
- The importance of business communications
- The influence of digital communication on business activity

#### **Recruitment and selection**

- Why businesses recruit
- The use of different recruitment methods to meet different business needs
- Methods of selection

## Summer Term:

### **Motivation and retention**

- Financial methods of motivation
- Non-financial methods of motivation
- The importance of employee motivation
- The importance of employee retention

### **Training and development**

- Different training methods
- Why businesses train their workers
- Staff development
- The benefits to employees and businesses of staff development

### **Employment law**

- The impact of current legislation on recruitment and employment

### **Production processes**

- Different production processes and their impact on businesses
- The influence of technology on production and the impact on businesses

### **Quality of goods and services**

- The concept of quality
- Methods of ensuring quality
- The important of quality in both the production of products and the provision of services

## Year 11

During Year 11 students will...

## Autumn Term:

### **The sales process and customer service**

- Methods of selling
- The influence of e-commerce on business activity
- The importance to a business of good customer service including after-sales service
- The contribution of product knowledge and customer engagement

### **Consumer law**

- The impact of consumer law on businesses

### **Business location**

- Factors influencing business location

## Working with suppliers

- The role of procurement
- The impact of logistical and supply decisions on businesses

## The role of the finance function

- The purpose of the finance function
- The influence of the finance function on business activity

## Sources of finance

- The reasons businesses need finance
- Ways of raising finance
- How and why different sources of finance are suitable for new and established businesses

## Revenue, costs, profit and loss

- The concept of revenue, costs and profit and loss in business and their importance in business decision-making
- The different costs in operating a business
- Calculation of costs and revenue
- Calculation of profit/loss
- Calculation and interpretation of profitability ratios
- Calculation and interpretation of average rate of return

## Spring Term:

### Break-even

- The concept of break-even
- Simple calculation of break-even quantity
- The usefulness of break-even in business decision making

### Cash and cash flow

- The importance of cash to a business
- The difference between cash and profit
- The usefulness of cash flow forecasting to a business
- Completion of cash flow forecasts

### Ethical and environmental considerations

- Ethical considerations and their impact on businesses
- Environmental considerations and their impact on businesses

### The economic climate

- The economic climate and its impact on businesses

### **Globalisation**

- The concept of globalisation
- The impact of globalisation on businesses

### **Summer Term:**

#### **interdependent nature of business**

- the interdependent nature of business operations, finance, marketing and human resources within a business context
- how these interdependencies underpin business decision-making
- the impact of risk and reward on business activity
- the use of financial information in measuring and understanding business performance and decision-making

Revision