

Term	Topics	Assessment
AUTUMN	Theme 1.1 Enterprise and Entrepreneurship Theme 1.2 Spotting a Business Opportunity Learning Objectives: • Understand how and why new business ideas come about • Assess the impact of risk and reward on business activity • Explain the role of business enterprise and entrepreneurship • The importance of identifying and understanding customer needs for a business Theme 1.3 Putting a Business Idea into Practice Learning Objectives: • Explain the benefits and drawbacks of market mapping and segmentation • Analyse the competitive environment • Identify different aims and objectives for small businesses • Identify and calculate revenues, costs, profits and loss. • Create and interpret breakeven charts • Calculate and interpret cash flow forecasts • Analyse the use of different sources of short and long term finance available for a small business.	Theme 1.1 and 1.2 Exam Wizard Teacher assessment of case studies Kahoot and BBC Bitesize multiple choice quizzes Theme 1.3 Exam Wizard
SPRING	Theme 1.4 Making the Business Effective Learning Objectives: • Identify and evaluate different types of business ownership • Explain the benefits of limited liability • Assess the benefits and drawbacks of franchising • Identify key considerations when choosing a physical business location • Identify and explain the contents and purpose of a business plan Theme 2.2 Making Marketing Decisions Learning Objectives:	Theme 1.4 Exam Wizard Teacher assessment of case studies

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	- Identify the elements of the design mix and the stages of the product life cycle. - Explain the benefits to a business of product differentiation - Identify different pricing strategies and explain the importance of price - Identify a range of promotion methods and their key features, and be able to choose the most suitable form of promotion for a given business - Identify different channels of distribution and assess the benefits and limitations of e-tailing and retailing	Theme 2.2 ExamWizard
SUMMER	Theme 1.5 Understanding External Influences Learning Objectives: - Identification of different stakeholder groups, and explanation on their potential impact on a business - Explain how technology can influence business activity - Identify key aspects of consumer and employment law, and assess their impact on the business, employees and customers - Analyse the impact on business of changing levels of demand - Explain how key economic indicators, eg unemployment and inflation can affect businesses - Explain the impact on certain businesses of fluctuating exchange rates - Exam skills to prepare for Theme 1 PPE	Theme 1.5 Exam Wizard Theme 1 PPE

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AUTUMN	Theme 2.1: Growing the Business Learning Objectives: • Different methods to grow a business internally and externally • Sources of finance for business growth • Changing objectives • Globalisation and international trade including trade barriers • International competition • Ethical and environmental issues affecting businesses Theme 2.3: Making Operational Decisions Learning Objectives: • The production process, including different methods of production; job, batch and flow. • The impact of technology on operations. • Managing stock methods including benefits and drawbacks of holding stock v Just In Time stock control. • Factors in choosing a supplier and the impact of logistics and suppliers. The benefits of quality, and quality assurance • The importance of customer service, and the sales process	Theme 2.1 Exam Wizard Teacher assessment of case studies Kahoot and BBC Bitesize multiple choice quizzes Theme 1 & 2 PPE - paper made up from past paper questions to cover the topics that have been taught to this point. Theme 2.3 Exam Wizard
SPRING	Theme 2.4: Making Financial Decisions Learning Objectives: • Calculating gross and net profit • Calculating profit margins and ARR • Interpreting quantitative business data, and the limitations of using quantitative data • Theme 2.2 Review (topic first taught in Year 10) Theme 2.5: Making Human Resource Decisions Learning Objectives: • Identifying different organisational structures, and assessing the benefits of different structures for different types of businesses	Teacher assessment of case studies Theme 2.2 & 2.4 Exam Wizard

Term	Topics	Assessment
	- Understanding the importance of good communication, and potential barriers to communication - Assessing different ways of working, including flexitime and remote working - Identifying different roles and responsibilities within an organisation - Identifying stages of the recruitment process, and assessing the benefits of internal and external recruitment	
SUMMER	Theme 2.5: Making Human Resource Decisions Learning Objectives: - Identifying methods to develop employees, and assessing the importance of training employees - Identifying different approaches businesses can use to motivate employees and assessing the most effective methods for different employees and different businesses Theme 1 Review Theme 2 Review Theme 1 and 2 External Exams	Theme 2.5 Exam Wizard Theme 1 Past Paper Theme 2 Past Paper External exams