

Year	Autumn	Spring	Summer
10	<ul style="list-style-type: none"> <li>• <b>The dynamic nature of business</b> including why and how new business ideas come about.</li> <li>• <b>Risk and reward</b> the impact of risk and reward on business activity.</li> <li>• <b>The role of business enterprise</b> the purpose of business activity and the role of entrepreneurship.</li> <li>• Identifying and understanding <b>customer needs</b>.</li> <li>• The purpose, methods and use of data in <b>market research</b>.</li> <li>• How businesses use <b>market segmentation</b> to target customers.</li> <li>• Understanding <b>the competitive environment</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Business revenues, costs and profits</b> including interpretation of break-even diagrams, cash and cash flow and sources of business finance.</li> <li>• <b>How to make a business effective</b> including options for start-up and small businesses, business location, the marketing mix and business plans.</li> <li>• <b>Business stakeholders</b> including who business stakeholders are and their different objectives.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Technology and business</b> including different types of technology used by business and how technology influences business activity in terms of sales, costs and the marketing mix.</li> <li>• <b>Legislation and business</b> including its purpose and impact upon.</li> <li>• The impact of the <b>economic climate and external influences</b> on businesses.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Business aims and objectives</b> and why these differ between businesses.</li> </ul>		
11	<ul style="list-style-type: none"> <li>• The impact of the <b>economic climate and external influences</b> on businesses.</li> <li>• <b>Methods of business growth</b> and their impact including the types of business ownership for growing businesses and sources of finance for growing and established businesses.</li> <li>• Why and how <b>business aims and objectives</b> change as businesses evolve.</li> <li>• <b>The impact of globalisation on businesses</b> including barriers to international trade and how businesses compete internationally.</li> <li>• <b>The impact of ethical and environmental considerations on businesses.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Making operational decisions</b> including business operations, working with suppliers, managing quality and the sales process.</li> <li>• <b>Making financial decisions</b> including business calculations and understanding business performance.</li> <li>• <b>Making human resource decisions</b> including organisational structures, effective recruitment, effective training and development and motivation.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Revision</b> for GCSE examinations.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Making marketing decisions</b> including the design mix, the product life cycle and using the marketing mix to make business decisions.</li> </ul>		
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## Curriculum Overview – Business Studies- Hermitage.