

**Subject - KS4****Subject - GCSE Business**

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<b>Topic 1.1 Enterprise and entrepreneurship</b>  Investigating the dynamic nature of business, how risk and reward works and the role of business enterprise.	<b>Topic 1.2 Spotting a business opportunity</b>  Investigating customer needs, market research, market segmentation & the competitive environment.	<b>Topic 1.3 Putting a business idea into practice</b>  Investigating business aims and objectives, business revenue, costs and profits, cash flow and sources of finance.	<b>Topic 1.4 Making the business effective</b>  Investigating the options for startup and small businesses, business location, marketing mix and business plans.	<b>Topic 1.5 Understanding external influences on business</b>  Investigating business stakeholders, technology in business, legislation in business, economic considerations including external influences.	<b>Exam Techniques and Scaffolding of Learning</b>  <b>Introduction to Year 11</b>
Year 11	<b>Topic 2.1 Growing the business</b>  Investigating business growth, changes in business aims and objectives, business and globalisation & ethics.	<b>Topic 2.2 Making marketing decisions</b>  Investigating product, price, place & promotion & using the marketing mix to make business decisions.	<b>Topic 2.3 Making product decisions</b>  Investigating business operations, working with suppliers, managing quality & the sales process.	<b>Topic 2.4 Making financial decisions</b>  Investigating business calculations & understanding business performance.	<b>Topic 2.5 Making people decisions</b>  Investigating organisational structures, effective recruitment and motivation.	<b>Official Examinations</b>

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