

<p>Big ideas</p>	<p><i>Business success</i> <i>Marketing</i> <i>Financial decisions</i> <i>Human Resources</i> <i>Business operations</i> <i>Economics</i></p>	
	<p>Year 10</p>	<p>Year 11</p>
<p>Unit 1</p>	<p>Topic: Enterprise. What does success look like in business? (Financial decisions)</p> <p>Students will discuss the purpose of business activity and what business aims and business objectives are. (Operations)</p> <p>Students will study the entrepreneurs and business ideas that are most likely to lead to success.(human resources)</p> <p>Students will learn the qualities and skills needed to start a business. (Success)(Marketing)</p> <p>Why and how new business ideas come about Risk and reward The role of business enterprise Business plans Prior learning: None applicable.</p> <p>Future learning: Entrepreneurial skills link to each unit as they are showcased in each.</p>	<p>Topic: Growth</p> <p>Why and how successful businesses grow and how this affects their success.</p> <p>Types of growth</p> <p>International business</p> <p>Barriers to trade(Operations)</p> <p>Prior learning: Business ownership & enterprise Economics</p> <p>Future learning: This is the foundation for all topics in year 11</p>

	<p><i>Year 11 growth</i></p>	
	<p>Topic: Marketing. What the marketing mix is and the importance of each element</p> <p>Students will discover the importance of identifying and understanding customer needs and the purpose and types of market research (primary and secondary). Analyse how they impact business success.</p> <p>Students will learn how businesses use market segmentation to target customers and develop an understanding the competitive environment</p> <p>Students will learn the types of location a business could use and assess the suitability of each to lead to success.</p> <p>Competition</p> <p><i>Prior learning: What does success look like - students need to link their learning back to how it will lead to success.(Marketing)</i></p> <p><i>Future learning: Year 11 marketing</i></p>	<p>Topic: Marketing</p> <p>Product Life Cycle</p> <p>Pricing Strategies</p> <p>Intermediaries (human resources)</p> <p>Promotional strategy</p> <p>How all of the above impact on business success</p> <p><i>Prior learning: Year 10 marketing (Marketing) (Financial decisions)</i></p> <p><i>Future learning: Marketing unit at AS level</i></p>
<p>Unit 2</p>	<p>Topic: Finance</p> <p>Financial and non financial objectives.</p> <p>Students will be introduced to the idea of revenues, costs and profits and calculation of:</p> <ul style="list-style-type: none"> ● revenue 	<p>Topic: Finance</p> <p>Net/Gross Profit Margin</p> <p>Return on Capital Employed</p> <p>Interpreting the above (success)</p> <p><i>Prior learning: Year 10 finance (Financial decisions)</i></p>

<ul style="list-style-type: none"> ● fixed and variable costs ● total costs ● profit and loss ● interest ● break even level of output ● margin of safety. <p>Students will interpret break even diagrams.</p> <p>Sources of finance (Success)</p> <p>Prior learning: Numeracy skills at maths KS3 (Financial decisions)</p> <p>Future learning: Finance year 11</p>	<p>Future learning: Used as a reference in analysis for year 11 topics.</p>
<p>Topic: Ownership</p> <p>The concept of business ownership and limited and unlimited liability. (human resources)</p> <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> ● sole trader, partnership, private limited company (Financial decisions) ● the advantages and disadvantages of each type of business ownership. <p>Franchising</p> <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> ● the advantages and disadvantages of franchising. (Marketing) <p>(human resources)</p> <p>Prior learning: Enterprise.</p> <p>Future learning: Year 11 growth</p>	<p>Topic: People (Human resources)</p> <p>Recruitment and selection (Financial decisions)</p> <p>Motivation</p> <p>Training</p> <p>Trade unions</p> <p>How all of the above impact on business success</p> <p>Prior learning: Year 10 ownership. (human resources)</p> <p>Future learning: Year 11 basis for analysis</p>

Unit 3	<p>Topic: Marketing</p> <p>The marketing mix and how technology affects that.</p> <p>Who business stakeholders are</p> <p>Different types of technology used by business:</p> <ul style="list-style-type: none"> ● e-commerce ● social media ● digital communication ● payment systems. <p><i>Prior learning: Year 10 marketing.(Financial decisions) (Operations)</i></p> <p><i>Future learning: Year 11 production</i></p>	<p>Topic: Production</p> <p>Methods of production</p> <p>Suppliers (human resources)</p> <p>Stock control</p> <p>Technology</p> <p>Quality</p> <p>The sales process (Marketing)</p> <p><i>Prior learning:Year 10 technology. (Operations)</i></p> <p><i>Future learning: Revision. A level production .</i></p>
	<p>Topic: External environment</p> <p>How the wider environment can affect business success:</p> <ul style="list-style-type: none"> ● Legislation ● Economics ● Social factors ● Political factors ● Ethics/environment ● Economics <p><i>Prior learning: Stakeholders. (human resources)</i></p> <p><i>Future learning: Year 11 Human resources</i></p>	<p>Topic: Revision</p> <p>Recap of all key topics focusing on analysis and application skills</p> <p><i>Prior learning:.. All units in year 10 and 11</i></p> <p><i>Future learning:</i></p>

Business Curriculum Map