

Business Studies

KS4

Year 10		Year 11	
HT1: 1.1 Enterprise and entrepreneurship: In this unit pupils are introduced to the dynamic nature of business. Pupils learn about how and why business ideas come about. Pupils also explore the impact of risk and reward on business activity and the role of entrepreneurship.	HT2: 1.2 Spotting a business opportunity: Pupils explore how new and small businesses identify opportunities through understanding customer needs and conducting market research. There is also a focus on understanding the competition.	HT1: 2.2 Making marketing decisions: Pupils explore how each element of the marketing mix is managed and can be used to inform and make business decisions in a competitive marketplace. This unit builds on previous knowledge from 1.4 with regard to the marketing mix.	HT2: 2.3 Making operational decisions: In this unit, pupils focus on the design, supply, quality and sales decisions a business makes in order to meet the needs of its customers.
HT 3: 1.3 Putting a business idea into practice: This unit focuses on making a business idea happen by identifying aims and objectives and concentrating on the financial aspects.	HT 4: 1.4 Making the business effective: Pupils explore a range of factors that can impact on the success of a business, including location, the marketing mix and the business plan.	HT 3: 2.4 Making financial decisions: This unit considers the tools available to a business to support financial decision making, including ratio analysis and the use and limitation of a range of financial information. This unit builds on previous knowledge from 1.3 with regards to revenues, costs and profit.	HT 4: 2.5 Making human resource decisions: Growing a business means that decisions relating to organisational structure, recruitment, training and motivation need to be made to influence business activity. Pupils consider all of these aspects in this final unit.
HT 5: 1.5 Understanding external influences on businesses: Pupils are introduced to a range of factors, outside of the immediate control of the business, e.g. stakeholders, technology, legislation and the economy and asked to explore how businesses respond to these influences.	HT 6: 2.1 Growing the business: Pupils learn about methods of growth and how and why aims and objectives change as businesses evolve. This builds on knowledge from topic 1.4 and looks at how businesses may have to adapt. The impact of globalisation and the ethical and environmental questions facing businesses are also explored.	HT 5: Exam preparation - Theme 1 Exam preparation - Theme 2 During this half term, pupils revisit and consolidate prior learning, undertaking a range of activities to support recall and examination readiness, including practising past examination paper questions.	HT 6: Click or tap here to enter text.

Notes

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