

BUSINESS STUDIES COURSE PLAN

	Year 10	Year 11
AUTUMN	1.1 Spotting a business opportunity <ul style="list-style-type: none"> Understanding customer needs Analysing customers Analysing competitors Adding value Options available in starting a business <i>1.1 Unit Test</i> 	Unit 2 Controlled Assessment <ul style="list-style-type: none"> Preparation for controlled assessment Controlled assessment completed
	1.2 Showing enterprise <ul style="list-style-type: none"> What is enterprise? Being creative and enterprising Invention and innovation Calculated risk <i>1.2 Unit Test</i> 1.3 Putting a business idea into practice <ul style="list-style-type: none"> Qualities of entrepreneurs Business objectives Profit, Revenue and costs 	3.2 Meeting Customer Needs <ul style="list-style-type: none"> Design and research development Managing stock Cost effective operations Effective customer service Revision Mock exam
SPRING	<ul style="list-style-type: none"> Cash flow Sources of finance <i>1.3 Unit test</i> 1.4 Making the start up effective <ul style="list-style-type: none"> Customer focus and marketing mix Limited liability Legal and tax issues Customer satisfaction 	3.3 Effective financial management <ul style="list-style-type: none"> How to improve cash flow How to improve profit Break-even analysis Financing growth <i>3.3 Unit Test</i> 3.4 Effective People Management <ul style="list-style-type: none"> Organisational structures Motivation theory Communication Remuneration <i>3.4 Unit test</i>
	<ul style="list-style-type: none"> Recruitment <i>1.4 Unit test</i> 1.5 Understanding the Economic Context <ul style="list-style-type: none"> Supply and demand Interest rates Exchange rates Business cycle Stakeholders <i>1.5 Unit Test</i> 	3.5 The wider world affecting business <ul style="list-style-type: none"> Ethics in business Environmental issues Economic issues affecting international trade The impact of the govt. and EU on business <i>3.5 Unit test</i>
SUMMER	3.1 Marketing <ul style="list-style-type: none"> Market research Product trial & repeat purchase Product life cycle Branding Marketing mix <i>3.1 Unit Test</i>	<ul style="list-style-type: none"> Revision Exams
	<ul style="list-style-type: none"> Revision End of Year exam	<ul style="list-style-type: none"> Consumer protection laws <i>3.2 Unit test</i> Revision End of Year exam