

<b>Business Year 10</b>	
<b>Half term 1</b>	<p><b>Enterprise and entrepreneurship</b></p> <p>Students will learn about how and why small businesses are created. They will look also at the key features of small businesses. Students will examine the role of business enterprise and the purpose of business activity. There will also be an assessment of what makes a good entrepreneur.</p>
<b>Half term 2</b>	<p><b>Spotting a business opportunity</b></p> <p>Students will look at how entrepreneurs identify business opportunities that will enable them to produce the goods and services that will ultimately ensure their business survives and prospers.</p>
<b>Half term 3</b>	<p><b>Putting a business idea into practice</b></p> <p>Students will gain an insight into some of the practical aspects of running a small business. All businesses have costs and to survive businesses need to make a profit.</p>
<b>Half term 4</b>	<p><b>Making the business effective</b></p> <p>Students will look at some of the key decisions for small businesses. In addition to the types of ownership, the topic explores issues around business location, the marketing mix and business planning.</p>
<b>Half term 5</b>	<p><b>Understanding external influences on business</b></p> <p>Students will consider the impacts of the economy and legislation on small businesses. They will look at how legislation affect businesses. They will also gain an appreciation of developments in the wider economy, such as unemployment, inflation and the exchange rate. Technology will also be considered and how it impacts business.</p>
<b>Homework expectations</b>	<p>Homework will be set weekly. This could be; a set activity building on the work already covered, some research in to real life business, an exam style question, the production of effective revision materials or revision for assessments.</p>
<b>By the time you finish Year 10 you'll be...</b>	<p>Able to explain how small businesses are formed and how they are run. You will have an insight in to the dynamic nature of small businesses. This serves as a basis for Theme 2, when the attention turns to growing businesses.</p>

<b>Business Year 11</b>	
<b>Half term 1</b>	Students will examine how a business might expand. They will look at organic versus inorganic growth, looking also at franchising as an option. Students will then gain an appreciation of companies (private and public) and how they are formed. As the business is now expanding students will understand the effects of this on differing stakeholders.
<b>Half term 2</b>	Students will look at the Marketing Mix. Within this topic they will look at; the types of product being sold, the pricing strategies which can be used, the promotional techniques which would be appropriate and also the distribution channels and getting the product to the customer.
<b>Half term 3</b>	Students will look at the functional area of Finance. This topic is quite hands on and students will look at how to interpret a profit and loss account and a balance sheet. They will assess the performance of business and suggest how this might be improved. A final look at sources of finance
<b>Half term 4</b>	Students will look at Human Resource Management. They will look at the recruitment and selection process and appreciate how a business appoints the right person for the job. Students will gain an understanding of how the business might motivate its staff and which management style might be appropriate in a given situation.
<b>Half term 5</b>	Students will gain an understanding of Operations Management. They will appreciate the different types of production and when each is suitable in a given situation. The use of lean production and efficiency will also be studied, with students able to advise a business on how to lower their costs per unit.
<b>Homework expectations</b>	Homework will be set weekly. This could be; a set activity building on the work already covered, some research in to real life business, an exam style question, the production of effective revision materials or revision for assessments.
<b>By the time you finish Year 11 you'll be...</b>	You will have an insight in to the dynamic nature of small and growing businesses. You will have also completed a piece of controlled assessment after doing some independent research in to a small local business.