

	Year 10	Year 11
HT1	<p>Business Enterprise</p> <ol style="list-style-type: none"> 1. The role of enterprise 2. The characteristics of an entrepreneur 3. Concepts of risk and reward <p>Business Ownership</p> <ol style="list-style-type: none"> 1. Sole Trader 2. Partnership 3. Private Limited Companies 4. Public Limited Companies 5. The concept of limited liability 6. Start-ups vs. Established businesses 7. Assessment 	<p>Finance</p> <ol style="list-style-type: none"> 1. Introduction to finance 2. Sources of Finance (The 9 Types) 3. Revenue 4. Costs (Fixed; Variable; Total) 5. Profit and Loss
HT2	<p>Business Aims and Objectives</p> <ol style="list-style-type: none"> 1. Survival 2. Profit maximisation 3. Growth 4. Providing a Service <p>Business Planning</p> <ol style="list-style-type: none"> 1. Introduction to Business Planning 2. The role of the business plan <p>Stakeholders</p> <ol style="list-style-type: none"> 1. The different stakeholders of a business 2. Stakeholder conflict 	<ol style="list-style-type: none"> 6. Break-Even 7. Advantages and Limitations of Break-Even Analysis 8. Cashflow and Cashflow Forecasting 9. Advantages and Limitations of Cashflow Forecasting <p>End of unit Assessment</p> <p>Mock Exam</p>

HT3	<p>Business Growth</p> <ol style="list-style-type: none"> 1. Organic Growth 2. External Growth 3. Mergers 4. Takeovers 5. Horizontal and Vertical Integration <p>End of Unit Assessment</p> <p>Human Resources</p> <ol style="list-style-type: none"> 1. The purpose of human resources in business 2. The management of human resources <p>Recruitment and selection</p> <ol style="list-style-type: none"> 1. Reasons for Recruitment and Selection 2. Job Description 3. Person Specification 4. Methods of Selection <p>Motivation and retention</p> <ol style="list-style-type: none"> 1. Monetary Methods of Motivation 2. Non-Monetary Methods of Motivation 3. The Importance of Employee Retention <p>Training and Development</p> <ol style="list-style-type: none"> 1. Induction 2. On-the-job training 3. Off-the-job training 4. Staff Development 5. The benefits to employees and businesses of staff development 6. Apprenticeships 	<p>Operations</p> <ol style="list-style-type: none"> 1. Production Processes 2. Quality of Goods and Services 3. The Sales Process 4. Customer Service 5. Consumer Law
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<p style="text-align: center;">HT4</p>	<p>Organisational Structures</p> <ol style="list-style-type: none"> 1. Introduction to Organisational Structures 2. Different types: Tall vs. Flat 3. Advantages and Disadvantages of different types 4. Key terminology 5. Ways of working (Full-time vs Part-Time) 6. Flexible ways of working <p>Employment Law</p> <ol style="list-style-type: none"> 1. Discrimination 2. Contracts 3. Holidays 4. Hours of Work <p>End of Unit Assessment</p> <p>Marketing: Market Research</p> <ol style="list-style-type: none"> 1. Primary Research Methods 2. Secondary Research Methods 3. Qualitative and Quantitative Data 	<ol style="list-style-type: none"> 6. Business Location 7. Working with Suppliers <p>End of Unit Assessment</p> <p>Ethical and environmental concerns</p> <ol style="list-style-type: none"> 1. Ethical Issues in Business
<p style="text-align: center;">HT5</p>	<p>Marketing: Market Segmentation</p> <ol style="list-style-type: none"> 1. The purpose of segmentation 2. Age 3. Gender 4. Income 5. Location 6. Lifestyle 7. Assessment <p>Marketing: The Marketing Mix</p> <ol style="list-style-type: none"> 1. Product 2. Extending the Product Life Cycle 3. Price 	<p>Ethical and environmental concerns</p> <ol style="list-style-type: none"> 2. The Economic Climate 3. Globalisation <p>Revision of Paper 1 and 2 topics</p> <p>Preparation for Exams</p> <ol style="list-style-type: none"> 3. Revision of exam technique 4. Exam Question Practice and Past paper practice <p>Final Revision of all topics</p> <p>Paper 1</p> <p>Paper 2</p> <p>Final exams</p>
<p style="text-align: center;">HT6</p>	<p>Marketing: The Marketing Mix</p> <ol style="list-style-type: none"> 4. Place 5. Promotion 6. Branding 7. Pricing Methods 8. Distribution Channels <p>End of year assessment</p>	