

Year	Autumn	Spring	Summer
10	Enterprise and Entrepreneurship <ul style="list-style-type: none"> • The dynamic nature of business • Risk and rewards • The role of business enterprise Spotting a business opportunity <ul style="list-style-type: none"> • Customer needs • Market research • Market segmentation • Competitive business environment 	Putting a business idea into practice <ul style="list-style-type: none"> • Business aims and objectives • Business revenues costs and profits • Cash and cash flow • Sources of finance Making the business effective <ul style="list-style-type: none"> • Options for small business start up • Location • Marketing mix • Business plans 	Understanding external influences <ul style="list-style-type: none"> • Business stakeholders • Technology in business • Legislation and business • The economy and business • External influences
11	Growing the business <ul style="list-style-type: none"> • Growing the business • Business growth • Changings in the business aims and objectives • Business and globalisation • Ethics and the business environment 	Making operational decisions <ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process Making financial decisions	Revision for GCSE examinations

	Making marketing decisions <ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using marketing to make business decisions 	<ul style="list-style-type: none"> • Business calculations • Understanding business performance Making Human Resource decisions <ul style="list-style-type: none"> • Organisational structures • Effective recruitment • Effective training and development • Motivation 	
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Curriculum overview – Business Studies- Biddick.