

Two-year sequence: Business Studies

Year/time	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	<p>Unit one objective one - fundamentals of business</p> <p>In this half term students explore the skills and characteristics required of entrepreneurs to be successful and the business aims and objectives that they set for their businesses. Students then learn about the different ownership types that businesses can adopt. This builds on learning from the first part of the unit as students can evaluate the choice of ownership of existing businesses based</p>	<p>Unit one objective two – marketing</p> <p>In Autumn 2, learning now changes to explore the importance of effective marketing to be successful in business. Students will learn how businesses manipulate the four areas of the marketing mix (product, price, place, and promotion) before learning about the importance of conducting market research to maximise the success of the marketing mix. Students will develop their analytical skills by learning how to interpret market</p>	<p>Unit one Learning objective three - operations</p> <p>In this half term, students explore the operations department of businesses. They evaluate the different production methods available to businesses. They then weigh up the pros and cons of different quality methods. Finally, they examine how businesses ensure their production and quality methods work as efficiently as possible (lean production).</p>	<p>Unit one Learning objective four – internal influences on business</p> <p>In Spring 2, students will explore the importance of good customer service and how and why it is measured. They will then explore other internal influences of success including managing the business’s finances (cash flow management) and the importance of having motivated staff and the leading theories of how to motivate staff. Finally, students will build</p>	<p>Unit one Learning objective five – external influences on</p> <p>This half term students will consider the external influences on businesses such as laws, taxes, the economic climate, and competitors’ actions. These factors may impact businesses differently depending on their ownership type and marketing mix, again providing an opportunity for students to apply prior learning. Finally, students will build on this knowledge by identifying the external</p>	<p>Unit two – preparing a business plan (which will form their controlled assessment in year 11)</p> <p>In this final term students will be learning how to plan for business change, manage human resource needs and plan future finances in preparation for their controlled assessment in year 11.</p>



	on the aims and objectives and skills of the entrepreneur.	research to make appropriate marketing recommendations. Students will analyse business decisions taken to meet customer needs and build on learning of market research methods. Students will also examine how the marketing mix differs for mass and niche markets and how business orientation affects the marketing mix activities.		on this by identifying the internal challenges that arise when a business begins to grow.	challenges when a business begins to grow.	
11	November exam preparation Students will sit their first examination at the end of this half term, so time is spent finessing examination technique and consolidating	Mock controlled assessment Students will be working independently to produce a mock business plan including: <ul style="list-style-type: none">• company description	Controlled assessment project from January In this term students will apply all their prior learning to create a detailed business plan for	Controlled assessment to submit Students continue to work independently to produce a business plan including:	Controlled assessment resubmission work Students will be working independently to improve their business plan including:	Controlled assessment resubmission work Students will be working independently to improve their business plan including:



	learning in the following areas: Fundamentals of business Marketing Operations Internal influences on success External influences on success	<ul style="list-style-type: none">• market analysis• marketing• people and operations• financial plan	an existing business.	<ul style="list-style-type: none">• company description• market analysis• marketing• people and operations• financial plan	<ul style="list-style-type: none">• company description• market analysis• marketing• people and operations• financial plan	<ul style="list-style-type: none">• company description• market analysis• marketing• people and operations• financial plan
--	---	--	-----------------------	--	--	--