DEPARTMENT:

Business Studies

Ye			Term 2		Term 3		Term 4		Term 5
	What is an enterprise? & Types and characteristics of SME's	т	The purpose of enterprises and entrepreneurs/ Entrep	reneurs	Explore how market research helps enterprises to mee		Investigate the factors that contribute to the success o		Investigate the factors that contribute to the success o
					competitor behaviour, Customer needs, Using market research to understand customers,		External factors, Situational analysis and Measuring the success of and SME.		External factors, Situational analysis and Measuring th
					Understanding competitors				
	Knowledge & Skills• Enterprises carry out one or more Why? Student	ents will learn about why	Knowledge & Skills- • Aims such as making a profit, surviving,	Why? Students will learn of the different	Knowledge & Skills - • The importance of anticipating and	Why? Students need to understand that	Knowledge & Skills Factors within the control of the enterprise	Why? Students will learn that once a	Knowledge & Skills Using situational analysis to identify how
		exist in the first instance.	expanding, maximising sales, providing a voluntary or	types of business from sole trader to	identifying customer needs.	it is the product or the services that will	that can impact positively or negatively on	business is up and running, it must	internal and external factors might affect an
			charitable service, being environmentally friendly, being ethical.		 Identifying customer expectations: 	drive sales for the business. They need	costs, to include:	carefully consider how they are	enterprise, to include:
			 Objectives that can provide challenges and targets over a defined period of time. 	companies. They need to understand how businesses move from one type of	o good-value products, rapid response to enquiries, clear and honest information	to understand that the products and services need to be developed based on	o understanding the market – who the competition is, what customers want	operating and the changes that they may need to make Many businesses fail due	
		.,	 How social and political pressures can influence enterprises to 	ownership to another to help influence	After-sales service.	the needs and wants of the customers.	o keeping customers satisfied – the ability to meet customer	to not keeping an eye on what is going in	
			consider wider ethical responsibilities.	their decisions to grow as they all have	The ways in which different products can be linked to	They undertake a range of research	needs better than its	inside the business,	including competitive advantage
			 Range of the types of products and services provided by enterprises, e.g. cleaning, fitness instruction, IT consultancies, 	different implications in regards to their liability. Many businesses will fail	different kinds of customers according to age, gender, income, lifestyle and location.	techniques to identify what the needs and wants are of the consumer and how	competitors on quality, price, features, customer service, availability, convenience		and disadvantage, usually presented in the form of a table with bulleted points
			interprises, e.g. cleaning, fitness instruction, II consultancies, inancial consultancies, selling products, for example a food	because they lack direction so it is	Oualitative research – based on individual customer	and wants are of the consumer and how to promote the products effectively.	o effective planning and financing		o PEST (Political, Economic, Social and Technological) analysis –
			stall, newsagent, artists selling work online.	important that know what they are	responses, open-ended questions.		o marketing and promoting the enterprise		identifies all political,
			 Reasons for starting own enterprise – to be your own boss, to 	aiming for at the start of their business.	Quantitative research – based on numerical and statistical		o unforeseen human resources costs, e.g. staff illness. Factors		economical, social and technological factors that might affect
			pursue a hobby, flexibility. • Characteristics of entrepreneurs: focus, passion, motivated	Students need to know about the skill set that is needed very early on in order for	 data. Primary research – research carried out directly with 		outside the control of the enterprise that can impact positively or negatively on		an enterprise, usually presented in the form of a table with bulleted points.
1			and dedicated, inventive or innovative, proactive, confident,	this business to be a success. These	potential customers.		costs, to include:		Measures of success of SMEs – how far they meet business
1-	 o run by a single individual or small team of people, small understand the 		lexible and adaptable, resilient, having vision and the capacity	things can be planned for by buying in	 Types of primary research, e.g.: 		o changes in the cost of energy, raw materials, borrowing,		aims – surviving,
	number of employees, type of ownership – sole trader, up so that the partnership. Itd. physical location and/or operate online. common mista		to inspire. • Skills for success: knowledge of industry/sector. technical	services at the start of the business.	o questionnaires - using a set of qualitative and quantitative questions, e.g. face-to-face, telephone, post, on a		premises o changes in costs of marketing or selling		breaking even, making a profit, meeting customer needs. • Reasons for the success of SMEs:
	participany, ita, physical location and/or operate online.		skills, interpersonal communication skills, planning, time		website/social media site, visits or observation – looking at and		o governmental changes – new regulations, changes in		o skills, hard work, determination, resilience and the ability of
		m	management, negotiation, prioritising tasks, problem solving,		recording how people behave in situations in a structured way		taxation.		the entrepreneur
	Group Differentiation Links to career		Group Differentiation	Links to careers	Group Differentiation	Links to careers	Group Differentiation	Links to careers	Group Differentiation
			Differentiation in the form of scaffolded tasks and worksheets which will assist students on the characteristics of	A range of careers lined to the businesses that students choose.	Differentiation in the form of scaffolded tasks and worksheets which will assist students in the different types of research	Market Research roles and roles in Marketing.	Differentiation in the form of scaffolded tasks and worksheets which will assist students in internal and eternal factors	Government agency roles including tax	Differentiation in the form of scaffolded tasks and worksheets which will assist students in external factors
	Representative		Entrepreneurs	businesses that students choose.	which will assist students in the unrelent types of research	Markeong.	which will assist students in internal and eternal factors	oncers	which will assist students in external factors
	Reading & Extended Writing Numeracy	R	Reading & Extended Writing	Numeracy	Reading & Extended Writing	Numeracy	Reading & Extended Writing	Numeracy	Reading & Extended Writing
	Assignment write up and reading around why enterprises fail. Percentage an		Assignment write up and reading around reasons for starting a	Calculating start up costs	Assignment write up and reading around different types of	Costs related to marketing especially	Assignment write up and reading around internal and external	Calculation and changes in business	Assignment write up and reading around SWOT and PEST
	tail.	D	business		market research (Primary and Secondary)	paid for services over time.	factors	costs.	
	SMSC Ethical trading and competition rules		SMSC Looking at the environment when starting a business		SMSC		SMSC		SMSC Employment and Employment Law
	Ethical trading and competition rules		Looking at the environment when starting a business		Businesses that support local charities and Fair Trade		Why accounts need to be accurate. TESCO case study		Employment and Employment Law
	Elements of the promotional mix and their purposes, Targeting and segmenting the market, Factors								
									Financial planning and forecasting, Using cash flow data, Finar
	influencing the choice of promotional methods	fi	inancial statements, Statement of comprehensive income, Stat		financial statements, Statement of comprehensive income, Stat		Financial planning and forecasting, Using cash flow data, Finan to cash flow problems, Break-even analysis and break-even po		Financial planning and forecasting, Using cash flow data, Finar to cash flow problems, Break-even analysis and break-even po
	influencing the choice of promotional methods	fi							
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		fi	inancial statements, Statement of comprehensive income, Stat and liquidity	tement of financial position, Profitability	financial statements, Statement of comprehensive income, Stat and liquidity	tement of financial position, Profitability	to cash flow problems, Break-even analysis and break-even po	int, Sources of business finance	to cash flow problems, Break-even analysis and break-even po
	Knowledge & Skills- Learners will explore the different Why? As a nat	fi a natural progression once the K	inancial statements, Statement of comprehensive income, Stat		financial statements, Statement of comprehensive income, Stat			int, Sources of business finance Why? Students will need to understand	
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1	Knowledge & Skills- Learners will explore the different methods of promotion used by enterprises, their suitability for different sizes of enterprise, including the factors they consider when choosing the most appropriate. Why? As a nat concept of the decided upon, how to create or service. The seed advertising to persuade and inform. • The two basic aspects of advertising are: o the message: what the communication needs to say, the medium: how to get the message across. • Advertising methods: noving image, print, ambient, digital, audio. • Sales promotion: providing incentives to customers. • Methods: coupons, competitions, money off, loyalty incentives, 'buy one get one free', discounts. • Personal selling: face-to-face, by telephone, via email, through video or web conferencing. 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Reading & Extended Writing Assignment write up and reading around different methods of promotion Numeracy Levels of const.	reers evers and the skills needed, satives. natural progression once the kit be business idea has been oon, students will learn about ate an image for their product it has a product of they will want to maximise bis is the best time for students satures and the skills needed, searchers, Customer Services at the searchers, GDP answer spending, GDP	Inancial statements, Statement of comprehensive income, Stat and liquidity Cnowledge & Skills - Learners will complete, interpret and check the information on financial documents and statements. • Types: invoices, delivery notes, purchase orders, credit notes, eeelipts, statement of accuracy when these documents are being used. • Payment methods: cash, credit cards, direct debit, payment technologies. • income from sales and from assets. • Start-up costs and running costs. • Turnover (net sales) and cost of sales (cost of goods sold). • Gross profit, expresses, net profit, retained profit. • Rized assets and current assets. • Current liabilities and long-term liabilities. • Debtors and creditors. • Net current assets. • Capital. Stroup Differentiation Differentiation in the form of scalfolded tasks and worksheets which will assist students on the different forms of payment met norme. Reading & Extended Writing assignment write up and reading around Costs and Income	tement of financial position, Profitability Why? Unit three is a synoptic unit of the course and it is natural progression to follow this Unit now. Students need to understand that process of purchasing between businesses is different to that of individual customers making a purchase. They need to know where businesses get their money from so that they can make decisions about how the money is spent and invested. Links to careers A range of careers linked to accounting Numeracy	financial statements, Statement of comprehensive income, Stat and liquidity Learners will complete and interpret a statement of comprehensive income using given figures, and suggest appropriate actions Statement of comprehensive income: shows the profit or loss of an enterpres over time Calculate profit/loss using a simple statement of comprehensive income. Learners will complete and interpret a statement of financial position: shows the financial position using given figures, and suggest appropriate actions. - Statement of financial position: shows the financial performance of an enterprise at a point in time. - Categorise total sests and liabilities using a statement of financial position. Learners will interpret statements of comprehensive income and of financial position to calculate ratios. - The difference between liquidity and profitability. - Calculate profitability ratios from given formulae: orgors profit margin percentage (NPM): [ores profit/revenue] × 100, put/freentiation Differentiation Differentiation Differentiation Reading & Extended Writing Assignment write up and reading around accounting techniques	ement of financial position, Profitability Why? Students will need to understand that there are a number of financial documents that will highlight different issues within the business. 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		Term 6					
	an enterprise. Internal factors,	Investigate the success factors of a business that contril	oute to the success of an enterprise.				
he	success of and SME.						
th –	Why? • Students will need to understand that although the business may have been built on the basis of need (identified through market research) there are a number of factors that could lead to the failure of a business namely external factors. Students will use a number of methods to identify these factors and the impact that they may have on a business and how successful they will be. These tools include the PEST and SWOT analysis.	Knowledge & Skills Methods of measuring success, e.g.: o surviving o making al living o sales volume/value o market share o profit o customer satisfaction/reputation.	Why? Students will understand that the success of a business is not just about the profit. They will look at a range of success factors. As a business grows, it will need to keep a range of investors happy and provide return on investment, They will understand that these factors will change over time.				
	Links to careers Data processors / Data Analysers	Group Differentiation Differentiation in the form of scaffolded tasks and worksheets	Links to careers Sales professionals				
		which will assist students in the methods of measuring success					
	Numeracy Identifying and analysis data	Reading & Extended Writing Assignment write up and reading around Show businesses measure success	Numeracy Data graphs and charts				
		NA					
	ial forecasting, Suggesting improvements nt, Sources of business finance						
st	Why? Students will need to understand that there are a number of financial documents that will highlight different issues within the business. They will need to look at these and make recommendations as to what the business need to do	Knowledge & Skills	Why ² Students will make final preparations for their exam in the Summer term. Individual students will have different gaps that will be personalised approach to ensuring that all students are ready and prepared for their exam.				
s							
6	Links to careers A range of careers linked to accounting						
	Numeracy Sources of finance and costs of borrowing						