



Term	Unit and topic	What students will learn	Key questions
<p>Autumn 1</p>	<p>1.1 <u>Enterprise and entrepreneurship</u></p>	<p>The role of business enterprise and the purpose of business activity. The difference between goods and services. The role of entrepreneurship. Understand how consistent and reliable customer service contributes to customer satisfaction. To Identify key features and USP's for a product/service. Business aims and objectives. Understanding added value</p>	<p>What different purposes exist for business? What are the benefits of providing good customer service to customers? What are the qualities of an entrepreneur? Why do businesses need UPS's? What are business aims and objectives? Why do aims and objectives differ between businesses? What does 'gap in the market' mean? How can a business add value to its products/services?</p>
<p>Autumn 2</p>	<p>1.2 <u>Spotting a business opportunity</u></p>	<p>New and adapted business ideas The impact of risk and reward on business activity. Identifying and understanding customer needs. The purpose of market research. Understand how consistent and reliable customer service contributes to customer satisfaction. Understanding competition.</p>	<p>Why new business ideas come about? How new business ideas come about? What are the 4 main customer needs businesses should consider? What risks could a new business face? What are the rewards to a new business? How do the needs of customers differ? Why do people other than starting up their own business?</p>



<p style="text-align: center;">Spring 1</p>	<p style="text-align: center;">1.2 <u>Putting a business idea into practise</u></p>	<p>The methods of market research. The use of data in market research. How businesses use market segmentation to target customers. Understanding the competitive environment. Strengths and weaknesses of competitors. Impact of competition on business decision making.</p>	<p>What is the difference between qualitative and quantitative data? What is the role of social media in collecting market research data? How important is reliability of market research data? How is market mapping used in identifying gaps in the market? How does a business carry out market research?</p>
<p style="text-align: center;">Spring 2</p>	<p style="text-align: center;">1.3 <u>Putting a business idea into practice</u></p>	<p>Business revenues, costs and profits. The concept and calculation of key financial aspects of running a business. Interpreting break even diagrams. The importance of cash to a business. Calculating and interpreting cash flow forecasts. Identifying sources of finance for start-up and established businesses.</p>	<p>What are short term and long term sources of finance? What is the importance of cash to a business? What sources of finance are available for a start-up or established small business? Why might a business take out a short term loan? Why might a business set up a credit agreement with a supplier?</p>



<p style="text-align: center;">Summer 1</p>	<p style="text-align: center;">1.4 <u>Making the business effective</u></p>	<p>The options for start-up and small businesses. Understand the concept of limited liability. Identify the types of business ownership for start-ups. Understanding franchises.</p>	<p>What are the implications for business owners? What are the differences between business ownerships? What are the advantages and disadvantages of these ownerships? What are the advantages and disadvantages of franchising?</p>
<p style="text-align: center;">Summer 2</p>	<p style="text-align: center;">1.4 <u>Making the business effective</u></p>	<p>Factors influencing business location. The impact of the internet on location decisions. Importance of the marketing mix. The purpose of a business plan.</p>	<p>What are the 4p's? How do the elements of the marketing mix work together? What is the importance of a business plan? What is the purpose of planning business activity?</p>