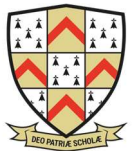


Business



KING EDWARD VI
SCHOOL LICHFIELD

Key Stage 4 - Year 10

Unit 1.1	Unit 1.2	Unit 1.3
Enterprise and Entrepreneurship	Spotting a Business Opportunity	Putting Ideas into Practice
<ul style="list-style-type: none"> • The role of enterprise • Risk and reward • Dynamic nature of businesses 	<ul style="list-style-type: none"> • Customer needs • Market segmentation • Competitive environment • Market research 	<ul style="list-style-type: none"> • Aims and objectives • Revenues, costs and profits • Break-even • Cash flow • Sources of finance
Unit 1.4	Unit 1.5	Unit 2.1
Making the Business Effective	Understanding External Influences	Growing the Business
<ul style="list-style-type: none"> • Options for start-up and small businesses • Business location • Marketing mix • Business plans 	<ul style="list-style-type: none"> • Stakeholders • Technology • Legislation • The economy 	<ul style="list-style-type: none"> • Business growth • Changes in aims and objectives • Ethics and the environment

Business

Key Stage 4 - Year 11

Unit 2.1	Unit 2.2	Unit 2.3
Growing the Business (Cont.)	Marketing Decisions	Operational Decisions
<ul style="list-style-type: none"> Recap: Growth, objectives and ethics Globalisation 	<ul style="list-style-type: none"> Product Price Place Promotion Using the marketing mix to make decisions 	<ul style="list-style-type: none"> Business operations Working with suppliers Managing quality The sales process
Unit 2.4	Unit 2.5	
Financial Decisions	Human Resource Decisions	Exams and Revision
<ul style="list-style-type: none"> Finance recap Business calculations Understanding business performance 	<ul style="list-style-type: none"> Organisational structures Recruitment Training Motivation 	<ul style="list-style-type: none"> Paper 1 (before May half term) Paper 2 (after May half term)