



Topic 1: Investigating Small Business: Enterprise and Entrepreneurship	Weeks	Topic/theme	Rationale	Assessment	Homework	Wider Curriculum (FBV, Employability, SMSC, Cultural Capital)
	1	Introduction to business	Introduction and overview to small businesses. How and why are small businesses created? Overview of key features of small businesses and recognition that small businesses operate in all economic and geographical areas. Overview of assessment structure of the course.	Exam questions and case study	Use the knowledge organiser with the key terms they need to learn.	Cultural capital - Understanding the role of Entrepreneurs and Enterprise within the society.
	2-3	Enterprise and Entrepreneurship: <i>Dynamic nature of business and Risk and Reward</i>	Students will be introduced to the dynamic nature of business by considering how and why business come about. Students will also explore the impact of risk and reward on business activity	Exam questions and case study	Use the knowledge organiser and the key terms they need to learn. Create a mind map	Cultural capital – Understanding how business how the economy and consumer trends can impact on business and society. Employability – Understanding the risks and rewards of starting a business. Employability – students reflect on whether they are risk averse or willing to accept risks. SMSC - Appreciation of the difficult decisions and entrepreneur has to make and the impact that can have.
	4-5	Enterprise and Entrepreneurship: The role of business enterprise	Students will deepen their understanding of the role of business enterprise as they investigate the purpose of business activity which looks at and the role of entrepreneurship	Extended writing in relation to a case study and the students learn how to structure their exam answers. Final assessment	Use the knowledge organiser to complete a mind map. To prepare for the exam	Employability - the skills of an entrepreneur are identified. Employability – Students discuss how difficult it is to manage human resources as an entrepreneur.



Topic 1: Investigating a Small Business: Spotting a business Opportunity	<u>Weeks</u>	<u>Topic/theme</u>	<u>Rationale</u>	<u>Assessment</u>	<u>Homework</u>	<u>Wider Curriculum (FBV, Employability, SMSC, Cultural Capital)</u>
	1-2	Identifying customer needs and market research	Students explore how new and small businesses spot opportunities by identifying and understanding customer needs. They will also investigate the purpose of market research and the methods used to collate the data and how the data is used by business.	Exam questions and case study questions	Use the knowledge organiser to complete a mind map.	<p>Cultural Capital- Understanding how customer data is used by business.</p> <p>Employability – Identifying potential professions that market research could offer and the skills they would need.</p> <p>Employability – Gathering Market Research and analysing data is used in many different employment roles, as well as in other subjects.</p>
	3-4	Market Segmentation	Students will build on their understanding of customer needs and market research as this allows a business to segment the market and target customers. Once students have understood how to segment and using marketing maps to identify business opportunities.	Exam questions and case study questions	Use the knowledge organiser to complete a mind map.	<p>Cultural capital – Students understand how individuals are different and have different needs that need to be catered for.</p> <p>Employability – Employers need employees to understand the customers and how they cannot successfully target the whole market.</p> <p>SMSC – The case study used for Market Mapping allows for students to understand other cultures and their needs.</p>
	5-6	The Competitive Environment	Once students have a firm understanding of how to identify consumer needs and segment the market, they need to understand the competitive environment. Students need to understand the strengths and weaknesses of competitors and the impact of competition on the business.	Exam questions and case study questions End of topic assessment	Use the knowledge organiser to complete a mind map.	<p>Cultural capital – Draw on their wider knowledge of how businesses behave.</p> <p>Employability – Students learn how to produce a SWOT analysis which is a skill used in business and in other subjects.</p> <p>SMSC- appreciation of the moral and ethical behaviour of business.</p>



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Topic 1.3: Putting a business idea into practice	1	Business Aims and Objectives	This topic focuses on making a business idea happen. Students examine how a business identifies aims and objectives. What business aims and objectives are, business aims and objectives when starting up, and why aims and objectives differ between businesses.	Exam questions and case study questions.	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	SMSC – Introduced to the ethical and moral objectives a business sets and why. Employability – Employees need to understand the objectives in business and their role in achieving them
	2	Business Revenues, Costs and Profits	Students will calculate key financial aspects of putting a business idea into practice. As students study these concepts they learn the key financial aspects of running a business	Financial tasks and questions.	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	SMSC – The financial implications on business decisions and their impact on society. Employability – Business finance skills and interpretation of data.
	3	Break-Even	Students learn how to calculate break-even and to interpret the break-even diagram	Financial tasks and questions	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	Employability – Literacy skills with extended writing.
	4	Cash and Cash-flow	Students understand the importance of cash to a business and the calculations and interpretation of cash flow forecasts	Financial tasks and questions	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	Cultural Capital – Create an appreciation of cash and the importance of managing cash. Employability – Business finance skills and interpretation of data.
	5	Sources of business finance	Students assess a variety of sources of finance for a start-up or established small business and make recommendations of the most suitable	Extended written task Topic Assessment	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	Employability – Students develop their interpretation of data and evaluation skills as they decide on the most appropriate source of finance for a small business. SMSC – students will gain an understanding of the issues of borrowing and the impacts debt can have.



Business



Topic 1.4: Making the business effective	Weeks	Topic/theme	Rationale	Assessment	Homework	Wider Curriculum (FBV, Employability, SMSC, Cultural Capital)
	1/2	Types of Business Ownership	This topic considers the range of factors that will influence whether a small business is successful or not. This will include looking at the ownership of the business. As the businesses will consider the options for small business start-up, considering limited and unlimited liability, franchises and its impact upon the business owner.	Exam questions and case study questions	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	<p>Cultural Capital – Students will apply their knowledge to real business examples.</p> <p>Employability – students will understand the decisions and entrepreneur would need to make in choosing which type of start-up to choose.</p>
	3	Business location	Students will assess the factors influencing a business location and understand the importance of location on business achieving its business objectives and link to the impact upon costs.	Case study question that enables the students to use evidence to make decisions and learn how to structure their answer	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	<p>Employability – Evaluating factors to make an appropriate business decision.</p>
	4	The Marketing Mix	To understand how a business can achieve its objectives and become an effective business students need to understand what the marketing mix is, the role of each element and how they work together.	Extended writing – on businesses marketing mix, it includes exam style questions.	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	<p>SMSC – How business can influence consumers into purchasing their products.</p> <p>Employability – Marketing skills are in demand by business and it enables students to understand what this profession involves.</p>
	5	Business Plans	If a business is to achieve their aims and objectives and to be effective they need to produce a business plan. Students need to understand the role and importance of the business plan and purpose of planning business activity.	Exam question End of Topic Assessment	Knowledge Organiser to produce a revision mind map that will be assessed as part of the starter in the following lesson.	<p>SMSC – Students have an opportunity to reflect on the importance to achieve their personal objectives.</p> <p>Employability – They understand that the activities they will undertake in employment will be linked to the plan and achieving the business objectives.</p>