

Year 9: Business Studies



Michaelmas 1	<ul style="list-style-type: none"> • ENTERPRISE AND ENTREPRENEURSHIP • The dynamic nature of business <p>How new business ideas come about:</p> <ul style="list-style-type: none"> • original ideas • adapting existing products/services/ideas. <ul style="list-style-type: none"> • Risk and reward <p>The impact of risk and reward on business activity:</p> <ul style="list-style-type: none"> • risk: business failure, financial loss, lack of security • Reward: business success, profit, independence. <ul style="list-style-type: none"> • The role of business enterprise <p>The role of business enterprises and the purpose of business activity:</p> <ul style="list-style-type: none"> • to produce goods or services • to meet customer needs. To add value: convenience, branding, quality, design, unique selling points. <p>The role of entrepreneurship:</p> <ul style="list-style-type: none"> • An entrepreneur: organises resources, makes business decisions, takes risks.
Michaelmas 2	<ul style="list-style-type: none"> • SPOTTING A BUSINESS OPPORTUNITY • Customer needs <p>Identifying and understanding customer needs:</p> <ul style="list-style-type: none"> • what customer needs are: price, quality, choice, convenience • the importance of identifying and understanding customers: generating sales, business survival. <p>1.2.2 Market research –</p> <p>The purpose of market research: • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions.</p>
Lent 1	<p>Methods of market research:</p> <ul style="list-style-type: none"> • primary research: survey, questionnaire, focus group, observation • secondary research: internet, market reports, government reports. <p>1.2.3 Market segmentation</p> <p>How businesses use market segmentation to target customers:</p> <ul style="list-style-type: none"> • identifying market segments: location, demographics, lifestyle, income, age • market mapping to identify a gap in the market and the competition <p>1.2.4 The competitive environment</p> <p>Understanding the competitive environment:</p> <ul style="list-style-type: none"> • strengths and weaknesses of competitors based on price, quality, location, product range and customer service. • the impact of competition on business decision making.
Lent 2	<ul style="list-style-type: none"> • PUTTING A BUSINESS IDEA INTO PRACTICE • Business aims and objectives <p>What business aims and business objectives are. Business aims and objectives when starting up:</p> <ul style="list-style-type: none"> • financial aims and objectives: survival, profit, sales, market share, financial security • non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses.
Trinity 1	<p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of revenue, fixed and variable costs, total costs, profit and loss, interest, break-even level of output, margin of safety.</p> <p>Interpretation of break-even diagrams: • the impact of changes in revenue and costs • break-even level of output • margin of safety • profit and loss</p>
Trinity 2	<p>1.3.3 Cash and cash-flow</p> <p>The importance of cash to a business: • to pay suppliers, overheads and employees • to prevent</p>

business failure (insolvency)

- the difference between cash and profit. Calculation and interpretation of cash-flow forecasts:
- cash inflows • cash outflows
- net cash flow • opening and closing balances.

1.3.4 Sources of business finance

Sources of finance for a start-up or established small business:

- short-term sources: overdraft and trade credit
- long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.



Year 10: Business Studies

Michaelmas 1	<ul style="list-style-type: none"> • MAKING THE BUSINESS EFFECTIVE 1.4.1 The options for start-up and small businesses <p>The concept of limited liability:</p> <ul style="list-style-type: none"> • limited and unlimited liability • the implications for the business owner(s) of limited and unlimited liability. <p>The types of business ownership for start-ups:</p> <ul style="list-style-type: none"> • sole trader, partnership, private limited company • the advantages and disadvantages of each type of business ownership. <p>The option of starting up and running a franchise operation:</p> <ul style="list-style-type: none"> • the advantages and disadvantages of franchising. <p>1.4.2 Business location -</p> <p>Factors influencing business location: • proximity to: market, labour, materials and competitors</p> <ul style="list-style-type: none"> • nature of the business activity • the impact of the internet on location decisions: e-commerce and/or fixed premises
Michaelmas 2	<p>1.4.3 The marketing mix –</p> <p>What the marketing mix is and the importance of each element:</p> <ul style="list-style-type: none"> • price, product, promotion, place. <p>How the elements of the marketing mix work together:</p> <ul style="list-style-type: none"> • balancing the marketing mix based on the competitive environment • the impact of changing consumer needs on the marketing mix • the impact of technology on the marketing mix: e-commerce, digital communication. <p>1.4.4 Business plans</p> <p>The role and importance of a business plan:</p> <ul style="list-style-type: none"> • to identify: the business idea; business aims and objectives; target market (market research); forecast revenue, cost and profit; cash-flow forecast; sources of finance; location; marketing mix. <p>The purpose of planning business activity:</p> <ul style="list-style-type: none"> • the role and importance of a business plan in minimising risk and obtaining finance.
Lent 1	<p>1.5 UNDERSTANDING EXTERNAL INFLUENCES ON BUSINESS</p> <p>1.5.1 Business stakeholders</p> <p>Who are business stakeholders and their different objectives:</p> <ul style="list-style-type: none"> • shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. <p>Stakeholders and businesses:</p> <ul style="list-style-type: none"> • how stakeholders are affected by business activity

	<ul style="list-style-type: none"> • how stakeholders impact business activity • possible conflicts between stakeholder groups. <p>1.5.2 Technology and business Different types of technology used by business: • e-commerce • social media • digital communication, • payment systems. How technology influences business activity in terms of: • sales • costs • marketing mix.</p>
Lent 2	<p>1.5.3 Legislation and business The purpose of legislation: <ul style="list-style-type: none"> • principles of consumer law: quality and consumer rights • principles of employment law: recruitment, pay, discrimination and health and safety. The impact of legislation on businesses: • cost • consequences of meeting and not meeting these obligations.</p> <p>1.5.4 The economy and business The impact of the economic climate on businesses: <ul style="list-style-type: none"> • unemployment, changing levels of consumer income, inflation, changes in interest rates, government taxation, changes in exchange rates. </p> <p>1.5.5 External influences The importance of external influences on business: <ul style="list-style-type: none"> • possible responses by the business to changes in: technology, legislation, the economic climate. </p>
Trinity 1	<p><u>Revision (Year 9) Topics -1.1 ENTERPRISE AND ENTREPRENEURSHIP</u> The dynamic nature of business How new business ideas come about: <ul style="list-style-type: none"> • original ideas • adapting existing products/services/ideas. Risk and reward The impact of risk and reward on business activity: <ul style="list-style-type: none"> • risk: business failure, financial loss, lack of security • Reward: business success, profit, independence. The role of business enterprise The role of business enterprises and the purpose of business activity: <ul style="list-style-type: none"> • to produce goods or services • to meet customer needs. To add value: convenience, branding, quality, design, unique selling points. The role of entrepreneurship: <ul style="list-style-type: none"> • An entrepreneur: organises resources, makes business decisions, takes risks. </p>
Trinity 2	<p>1.2 SPOTTING A BUSINESS OPPORTUNITY Customer needs Identifying and understanding customer needs: <ul style="list-style-type: none"> • what customer needs are: price, quality, choice, convenience • the importance of identifying and understanding customers: generating sales, business survival. 1.2.2 Market research – The purpose of market research: • to identify and understand customer needs • to identify gaps in the market • to reduce risk • to inform business decisions.</p>
	<p>Methods of market research: <ul style="list-style-type: none"> • primary research: survey, questionnaire, focus group, observation • secondary research: internet, market reports, government reports. 1.2.3 Market segmentation How businesses use market segmentation to target customers: <ul style="list-style-type: none"> • identifying market segments: location, demographics, lifestyle, income, age • market mapping to identify a gap in the market and the competition 1.2.4 The competitive environment Understanding the competitive environment: <ul style="list-style-type: none"> • strengths and weaknesses of competitors based on price, quality, location, product range and customer service. • the impact of competition on business decision making. </p>
	<p>1.3-PUTTING A BUSINESS IDEA INTO PRACTICE <ul style="list-style-type: none"> • Business aims and objectives What business aims and business objectives are. Business aims and objectives when starting up: <ul style="list-style-type: none"> • financial aims and objectives: survival, profit, sales, market share, financial security </p>

	<ul style="list-style-type: none"> • non-financial aims and objectives: social objectives, personal satisfaction, challenge, independence and control. Why aims and objectives differ between businesses.
	<p>1.3.2 Business revenues, costs and profits</p> <p>The concept and calculation of revenue, fixed and variable costs, total costs, profit and loss, interest, break-even level of output, margin of safety.</p> <p>Interpretation of break-even diagrams: • the impact of changes in revenue and costs • break-even level of output • margin of safety • profit and loss</p>
	<p>1.3.3 Cash and cash-flow</p> <p>The importance of cash to a business: • to pay suppliers, overheads and employees • to prevent business failure (insolvency)</p> <ul style="list-style-type: none"> • the difference between cash and profit. Calculation and interpretation of cash-flow forecasts: • cash inflows • cash outflows • net cash flow • opening and closing balances. <p>1.3.4 Sources of business finance</p> <p>Sources of finance for a start-up or established small business:</p> <ul style="list-style-type: none"> • short-term sources: overdraft and trade credit • long-term sources: personal savings, venture capital, share capital, loans, retained profit and crowd funding.





Year 11: Revision -Business Studies

Michaelmas 1	1.1 ENTERPRISE AND ENTREPRENEURSHIP 1.1.1 The dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise 1.2 SPOTTING A BUSINESS OPPORTUNITY 1.2.1 Customer needs 1.2.2 Market research - 1.2.3 Market segmentation 1.2.4 The competitive environment
Michaelmas 2	1.3 PUTTING A BUSINESS IDEA INTO PRACTICE 1.3.1 Business aims and objectives 1.3.2 Business revenues, costs and profits 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance 1.4 MAKING THE BUSINESS EFFECTIVE 1.4.1 The options for start-up and small businesses 1.4.2 Business location - 1.4.3 The marketing mix - 1.4.4 Business plans
Lent 1	1.5 UNDERSTANDING EXTERNAL INFLUENCES ON BUSINESS 1.5.1 Business stakeholders 1.5.2 Technology and business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences
Lent 2	Exam Practice -Preparations /style questions
Trinity 1	Exam Practice -style questions
Trinity 2	Exam Practice -style questions)