

Year 9: Business Studies



<p>Michaelmas 1</p>	<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. The role of entrepreneurship: • An entrepreneur: organises resources, makes business decisions, takes risks.
<p>Michaelmas 2</p>	<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>
<p>Lent 1</p>	<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.
<p>Lent 2</p>	<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.
<p>Trinity 1</p>	<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>Trinity 2</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 10: Computer Science

Michaelmas 1	<ul style="list-style-type: none"> ● MAKING THE BUSINESS EFFECTIVE 1.4.1 The options for start-up and small businesses The concept of limited liability: <ul style="list-style-type: none"> ● limited and unlimited liability ● the implications for the business owner(s) of limited and unlimited liability. The types of business ownership for start-ups: <ul style="list-style-type: none"> ● sole trader, partnership, private limited company ● the advantages and disadvantages of each type of business ownership. The option of starting up and running a franchise operation: <ul style="list-style-type: none"> ● the advantages and disadvantages of franchising. 1.4.2 Business location - Factors influencing business location: ● proximity to: market, labour, materials and competitors <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	<ul style="list-style-type: none"> 1.4.3 The marketing mix – What the marketing mix is and the importance of each element: <ul style="list-style-type: none"> ● price, product, promotion, place. How the elements of the marketing mix work together: <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. 1.4.4 Business plans The role and importance of a business plan: <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. The purpose of planning business activity: <ul style="list-style-type: none"> ● the role and importance of a business plan in minimising risk and obtaining finance.
Lent 1	<ul style="list-style-type: none"> 1.5 UNDERSTANDING EXTERNAL INFLUENCES ON BUSINESS 1.5.1 Business stakeholders Who are business stakeholders and their different objectives: <ul style="list-style-type: none"> ● shareholders (owners), employees, customers, managers, suppliers, local community, pressure groups, the government. Stakeholders and businesses: <ul style="list-style-type: none"> ● how stakeholders are affected by business activity ● how stakeholders impact business activity ● possible conflicts between stakeholder groups. 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.

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>Revision (Year 9) Topics -1.1 ENTERPRISE AND ENTREPRENEURSHIP The dynamic nature of business How new business ideas come about: <ul style="list-style-type: none"> • original ideas • adapting existing products/services/ideas. </p> <p>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. </p> <p>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. </p> <p>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. </p> <p>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 </p> <p>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. 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) ● 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> <p>1.3.4 Sources of business finance</p> <p>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.</p>





Year 11: Revision -Business Studies

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