

KS4

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 10	<p>1)Entrepreneurship Introduction to the role of enterprise in our society. Introduction to entrepreneurs, different types of businesses both in term of ownership and structure. We will also look at how wider society influences businesses decisions.</p>	<p>2)Marketing Marketing and how the knowledge of market types, use of market research understanding of the marketing mix can help develop and deliver a successful product.</p>	<p>3)Human resources management Understanding the importance of effective staff management. To include recruitment, training, pay/remuneration and legal considerations. Also, the motivation of staff including the theories of Maslow, Herzberg, and Mayo.</p>	<p>4)Operations Understanding the methods of manufacturing and production, the importance of quality, lean production, and outsourcing. Also Measuring customer service and working to make improvements.</p> <p>5)Business growth Understanding internal and external business growth as well as the challenges to each.</p>	<p>6)Business and enterprise funding Funding types: Understanding the various methods of short term and long-term funding available to a business to setup and aid growth.</p> <p>Financial terms documents and tools: Understanding financial concepts such as key terms such as revenue, profit, break even, cash flow, assets, liabilities. As well as financial documents such as a cashflow forecast, statement of financial position and income statement)</p>	<p>7)The External environment understanding how external factors such as GDP, Interest rates, law, competition, tax, and trends may influence the day to day running and growth of a business.</p> <p>8)Business and enterprise planning Understanding business research and the physical planning required for a business.</p>
Year 11	<p>Revision & recap Pupils revisit content from year 10 and exam technique. Recap Pupils revisit finance unit from year 11.</p>	<p>Synoptic project: Coursework completion (21 hours). Submission 1.</p>	<p>Synoptic project: Coursework completion (21 hours). Submission 2.</p>	<p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>	<p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>	<p>Revision: Revisit year 10 topics. Use of in class retrieval and exam technique practice.</p>