



Term	Year 9	Year 10	Year 11
Autumn Term	Unit 1: Enterprise in the business world <ul style="list-style-type: none"> Finding information Sources of information Reliability of sources National factors in the business environment Local factors in the business environment Impact of factors 	Unit 1: Enterprise in the business world <ul style="list-style-type: none"> Assessing the suitability of a business idea Likelihood of success or failure Major barriers for start-up businesses Producing a business plan Choice of business formats Components of a business model Market research Business aims and objectives Finances and costs 	Unit 2: finance for business <ul style="list-style-type: none"> Costs involved in business How businesses make a profit Calculating revenue and expenditure Breakeven Budgeting Cash flow forecasting Cash inflows and outflows How businesses measure success
Spring Term	Unit 1: Enterprise in the business world <ul style="list-style-type: none"> Trends affecting business Social trends Technology trends Environmental trends Ethical trends Size of business and type 	Unit 3: Promoting a brand <ul style="list-style-type: none"> The importance of branding in business Types of branding and benefits of branding Use of promotion in business Marketing mix Advertising Sales promotion Personal selling Public relations and direct marketing 	Unit 2: finance for business <ul style="list-style-type: none"> Financial statement Income statement (profit & loss account) Statement of financial position (balance sheet) Unit 8: Recruitment, selection and employment <ul style="list-style-type: none"> Organisational structures and functions Job roles and responsibilities Recruitment
Summer Term	Unit 1: Enterprise in the business world <ul style="list-style-type: none"> How business ideas can be successful Finding innovative solutions Meeting customer needs Being entrepreneurial Measures of success Researching the business market Targeting customers Product features and benefits 	Unit 3: Promoting a brand <ul style="list-style-type: none"> Promotional activities in business SMART objectives Branding methods and techniques Planning ideas for a brand Promoting a brand Planning a promotional campaign Designing promotional activities 	Unit 8: Recruitment, selection and employment <ul style="list-style-type: none"> Developing a job description Developing personal specification Applying for jobs Preparing for job interviews Personal audit Career development and planning Sources of information and advice Developing a career plan