

Y10 UNIT 1

Investigating small business Enterprise and entrepreneurship

How and why do business ideas come about?

What is the impact of risk and reward on business activity?

What is the role of entrepreneurship?

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Y10 UNIT 2

Investigating small business Spotting a business opportunity

How do new and small businesses identify opportunities?

How does a business understand customer needs?

What market research does a business conduct?

How does a business understand their competition?

Y10 UNIT 3

Investigating small business Putting a business idea into practice

How does a business make ideas happen?

How are aims and objectives identified by businesses?

What are the financial aspects businesses need to consider?

Y10 UNIT 4

Investigating small business Making the business effective

What factors impact upon the success of a business?

How does location impact upon the success of a business?

What is the marketing mix?

How does a business write an effective business plan?

Y10 UNIT 5

Investigating small business Understanding external influences on business

What factors are beyond the control of a business?

What impact do stakeholders, technology, legislation and the economy have on a business?

How do businesses respond to external influences?



Y11 UNIT 1

Building a business Growing the business

What are the methods of business growth?

How and why do business aims and objectives evolve?

What is the impact of globalisation on a business?

What ethical and environmental questions face businesses?

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Y11 UNIT 2

Building a business Making marketing decisions

What is the marketing mix?

How is the marketing mix managed?

How does the marketing mix inform business decisions in a competitive marketplace?



Y11 UNIT 4

Building a business Making operational decisions

How does a business meet customer needs?

What is the impact on key business decisions about design, supply, quality and sales?

Y11 UNIT 3

Building a business Making financial decisions

What tools does a business have to support financial decision making?

What ratio analysis is used by businesses and how is this information used?

What are the uses and limitations of a range of financial information?

Y11 UNIT 5

Building a business Making human resource decisions

How are businesses organised?

How do businesses recruit and train employees?

How do businesses make decisions around employee motivation?



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