



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
10	<p>Enterprise & Entrepreneurship Spotting a Business Opportunity</p> <p>What is the dynamic nature of business - by considering how and why business ideas come about.</p> <p>How new and small businesses spot opportunities by understanding customers needs and using market research.</p>	<p>Putting a Business Idea into Practice Making the Business Effective</p> <p>How businesses identify aims and objectives.</p> <p>How the elements of the marketing mix must work together.</p>	<p>Understanding External Influences on Business</p> <p>How businesses respond to external influences.</p>	<p>Business and the Economy</p> <p>Why businesses are affected by the economy?</p>	<p>Business External Influences</p> <p>How inflation increases a business's prices</p> <p>How changes in interest rates impact on a business</p>	<p>Exam Skills</p> <p>Pearson Edexcel Level 1/Level 2 GCSE (9–1)</p> <p>Business PAPER 1: Investigating small business</p>
11	<p>Growing the Business</p> <p>What are the methods for a business achieving growth?</p> <p>What is the impact of globalisation?</p> <p>Why businesses change its aims ?</p>	<p>Making Marketing Decisions</p> <p>How each element of the marketing mix is managed.</p> <p>How businesses use the marketing mix to inform the decisions that they make about their products and services.</p>	<p>Making Operational Decisions</p> <p>How businesses operate in order to meet the needs of its customers.</p> <p>How businesses manage their sales process</p>	<p>Making Financial Decisions</p> <p>What business tools can they use to support their financial decisions?</p>	<p>Making Human Resources Decisions</p> <p>What decisions growing businesses must make about the organisational structure, recruitment, training and motivation?</p>	<p>Exam Skills</p> <p>Pearson Edexcel Level 1/Level 2 GCSE (9–1)</p> <p>PAPER 2: Building a business</p>

“Our business curriculum provides a framework for students to explore core concepts through the lens of an entrepreneur. This gives them the knowledge to understand the issues and decisions faced when growing a business, with an emphasis on marketing, operations, finance and human resources”.