



Overview:

Theme 1 concentrates on the key business concepts, issues and skills involved in starting and running a small business. It provides a framework for learners to explore core concepts through the lens of an entrepreneur setting up a business.

You will develop an understanding of the interdependent nature of business activity through interactions between business operations, finance, marketing and human resources, as well as the relationship between the business and the environment in which it operates.

Year 10 - Business

Term 3:

Topic 1.5 Understanding external influences on business

You will develop an understanding of:

- a range of factors, many of which are outside of the immediate control of the business, such as stakeholders, technology, legislation and the economy. You will explore how businesses respond to these influences



Term 1:

Topic 1.1 Enterprise and entrepreneurship

You will develop an understanding of:

- the dynamic nature of business in relation to how and why business ideas come about. You also explore the impact of risk and reward on business activity and the role of entrepreneurship.

Topic 1.2 Spotting a business opportunity

You will develop an understanding of:

- how new and small businesses identify opportunities through understanding customer needs and conducting market research. You will also focus on understanding the competition.



Term 2:

Topic 1.3 Putting a business idea into practice

You will develop an understanding of:

- How business make ideas happen through identifying aims and objectives and concentrating on the financial aspects.

Topic 1.4 Making the business effective

You will develop an understanding of:

- The range of factors that impact on the success of the business, including location, the marketing mix and the business plan.

