

Business Studies Road Map

Year 10

Enterprise and entrepreneurship

The dynamic nature of business

Risk and reward

The role of business enterprise

Spotting a business opportunity

Customer needs

Market research

Business revenues, costs and profits

Business aims and objectives

Market segmentation

Cash and cash-flow

Putting a business idea into practice

The competitive environment

Making the business effective

Sources of business finance

Business plans

The options for start-up and small businesses

The marketing mix

Understanding external influences on business

Business stakeholders

Technology and business

Legislation and business

The economy and business

Business location

External influences

Exam skills/end of Theme 1 exam

Concept of quality

Role of procurement

Production processes

Business Operations

Year 11

Enhancement activity – Theme 1

Customer service

Understanding customers

Segmentation

Marketing mix

Sources of finance

Marketing

Finance

Mock exam

Market research

Cash flow

Revision

Financial performance

Financial calculations

GCSE Exams

Paper 1: Influences of operations and HRM on business activity

Paper 2: Influences of marketing and finance on business activity

Post 16

