

Plan Of Learning For The Year (Unit/Topic/Project Context)

Half Term 1

- **Topic 1.1 Enterprise and entrepreneurship**
 - The dynamic nature of business
 - Risk and reward
 - The role of business enterprise
- **Topic 1.2 Spotting a business opportunity**
 - 1.2.1 Customer needs

Half Term 2

- 1.2.2 Market research
- 1.2.3 Market segmentation
- 1.2.4 The competitive environment
- **Topic 1.3 Putting a business idea into practice**
 - 1.3.1 Business aims and objectives

Half Term 3

- 1.3.2 Business revenues, costs and profits
- 1.3.3 Cash and cash-flow
- 1.3.4 Sources of business finance

Half Term 4

- **Topic 1.4 Making the business effective**
 - 1.4.1 The options for start-up and small businesses
 - 1.4.2 Business location
 - 1.4.3 The marketing mix
 - 1.4.4 Business plans
- **Topic 1.5 Understanding external influences on business**
 - 1.5.1 Business stakeholders

Half Term 5

- 1.5.2 Technology and business
- 1.5.3 Legislation and business
- 1.5.4 The economy and business
- 1.5.5 External influences

Half Term 6

- **Topic 2.1 Growing the business**
 - 2.1.1 Business growth
 - 2.1.2 Changes in business aims and objectives
 - 2.1.3 Business and globalisation
 - 2.1.4 Ethics, the environment and business

Feedback, Retrieval & Assessment	Super curriculum opportunities / extra-curricular activities	Cultural Capital, SMSC, Careers and Futures
<ul style="list-style-type: none"> • Teacher assessed tasks • Teacher assessment and Formal assessment • Self and peer assessment • Assessed homework tasks • Discussions • Key terms and vocab explained • Mock examination 	<ul style="list-style-type: none"> • Links to videos • Reading real business case studies • Tutor2U videos • BBC Bitesize – often followed by quizzes 	<ul style="list-style-type: none"> • Studying different types of business • Links to careers • Wider understanding of business • Job availability in some units

Common misconceptions	Connecting New Knowledge	Challenge for all
<ul style="list-style-type: none"> • Enterprise, Entrepreneur, Enterprising – rolls • Use of the word 'money' instead of its key word • Cash flow and profit • Mistaking a point for analysis 	<ul style="list-style-type: none"> • Use of sentence starters • Regular reviewing of prior knowledge before staring on new content • Modelling answers 	<ul style="list-style-type: none"> • Regular planning of answers • Modelling answers • Pairing up different types of students • Extension exercises