

## Long Term Overview KS4 Business

Unit Title	Entrepreneur	Marketing Mix	Operations Management	Customer Service, Internal Influences	External Influences	Exam
Term	Autumn (a)	Autumn (b)	Spring (a)	Spring (b)	Summer (a)	Summer (b)
No. Weeks	8 Weeks	7 Weeks	6 Weeks	5 Weeks	7 Weeks	7 Weeks
<b>Overview Year 10</b>	<p>Students will understand entrepreneurship, business organisation and the importance of stakeholders learning about what it takes being an Entrepreneur. As part of the unit, students will learn what Entrepreneurial Characteristics and skills are and key aims relating to Business aims and objectives, Financial aims and objectives and Non-Financial aims and objectives. They will also focus on structures of an organisation such as the Legal Structures e.g. Sole Trader, Partnership etc., Organisational Structures and Restructuring and will understand what a stakeholder is, Stakeholder Engagement, Internal Stakeholders and External Stakeholders</p>	<p>In this unit, students will understand the Marketing Mix, Market Research, Market Types and Orientation Types -Students will learn about the 4 P's:</p> <ul style="list-style-type: none"> <li>• Product types</li> <li>• Product lifecycle</li> <li>• Boston Matrix</li> <li>• Place</li> <li>• Price</li> <li>• Promotion</li> <li>• Market Research</li> <li>• Data types</li> <li>• Primary research</li> <li>• Secondary Research</li> <li>• Market types</li> <li>• Orientation types</li> </ul>	<p>Students will learn about operations management including:</p> <ul style="list-style-type: none"> <li>• Outsourcing</li> <li>• Lean Production</li> <li>• Maintaining and improving quality</li> <li>• Production methods</li> </ul>	<p>In this unit, students will understand internal influences on business:</p> <ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Customer Service Measurements</li> <li>• How customer service is measured</li> <li>• Internal influences</li> <li>• Internal challenges of growth</li> <li>• Students will understand external influences on business</li> <li>• External influences</li> <li>• External challenges of growth</li> </ul>	<p>Students will practice past exam papers.</p>	<p>Exam Preparation.</p>
<b>Visits/Visitors</b>						

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Unit Title	Business Research	Methods of Recruitment	Business and Enterprise Funding	Planning	Coursework	Coursework/ Exam Retake
Term	Autumn (a)	Autumn (b)	Spring (a)	Spring (b)	Summer (a)	Summer (b)
No. Weeks	8 Weeks	7 Weeks	6 Weeks	5 Weeks	7 Weeks	7 Weeks
<b>Overview Year 11</b>	<p>Students will understand research, resource planning and growth for business and enterprise including:</p> <ul style="list-style-type: none"> <li>• Resource Planning</li> <li>• Physical resources</li> <li>• Technological Resources</li> <li>• Business Growth</li> <li>• Internal Growth</li> <li>• External Growth</li> </ul>	<p>In this unit, students will understand human resource requirements for a business start-up including:</p> <ul style="list-style-type: none"> <li>• Methods of recruitment</li> <li>• Stages of Recruitment</li> <li>• Legal Considerations</li> <li>• Staff development</li> <li>• Pay and remuneration</li> </ul>	<p>- Students will understand sources of enterprise funding and business finance including:</p> <ul style="list-style-type: none"> <li>• Funding types</li> <li>• Business and enterprise finance</li> <li>• Financial concepts and calculations</li> <li>• Costs, liabilities and assets</li> <li>• Financial documents</li> <li>• Ratio analysis</li> <li>• Cash flow management</li> </ul>	<p>In this unit, students will gain an understanding of business and enterprise planning:</p> <ul style="list-style-type: none"> <li>• Purpose of Business planning</li> <li>• Benefits of Business planning</li> <li>• A business plan</li> </ul> <p>Students will begin their coursework</p>	<p>Students will continue their Coursework</p>	<p>Students will continue their Coursework</p> <p>Exam retake if required</p>
<b>Visits/ Visitors</b>						