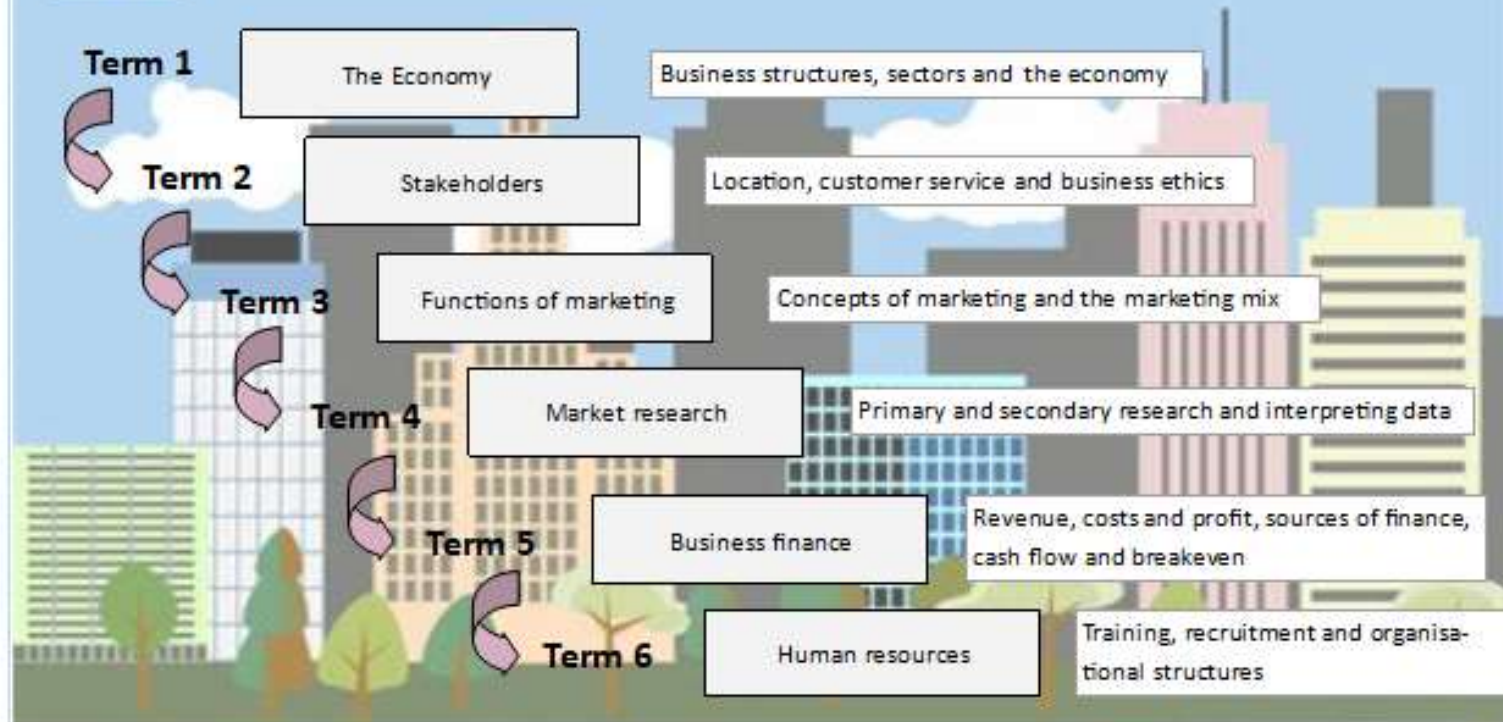


Business Studies

Year 9



Key Concepts

 Understanding concepts	 Analysis	 The wider environment
 Application	 Evaluation	 Business Functions

Business Studies

Year 10

Year 11

Term 1

Component 1
LAA exploring enterprises

Term 1

Component 3
LAA promotion

Term 2

Component 1
LAB market research

Term 2

Component 3
LAB financial records

Term 3

Component 1
LAC situational analysis

Term 3

Component 3 LAC financial
planning and forecasting

Term 4

Component 2 LAA
planning an enterprise

Term 4

Component 3 LAC financial
planning and forecasting

Term 5

Component 2
LAB pitching an enterprise

Term 5

Revision and mock exams

Term 6

Component 2
LAC reviewing the pitch



Key
Concepts

Understanding concepts

Analysis

The wider environment

Application

Evaluation

Business Functions

Component 1

Enterprise COMPONENT 1: Exploring Enterprises Pearson Set Assignment

The assignment will take approximately 6 hours of monitored preparation and 5 supervised hours to complete.

This is divided into approximately:

- 2 hours of monitored preparation and 2 hours of formal supervision to complete Task 1
- 2 hours of monitored preparation and 1 hour of formal supervision to complete Task 2
- 2 hours of monitored preparation and 2 hours of formal supervision to complete Task 3.

Task 1a – The impact of the activities carried out by the selected enterprise to its success

Choose and carry out research on one **for-profit** enterprise. The **selected enterprise** must be a **micro or small** enterprise and must come from at least **one** of the following sectors:

- Business to Business (B2B)
- services
- retail
- leisure.

Produce a response that explores the impact of the activities carried out by the selected enterprise **in helping it to support its aims**.

Your response must include:

- details of **at least three** specific and detailed activities carried out by the for-profit enterprise
- how each of the specific activities help to support the enterprise's aims
- supported judgements about the impact of each of the activities in helping the enterprise to support its aims.

(12 marks)

Component 1

Task 1b – The impact of the skills and characteristics of the entrepreneur associated with a selected enterprise to its success

Produce a response that explores the impact of the skills **and** characteristics of the entrepreneur(s) associated with the selected **for-profit** enterprise in Task 1a **in helping it to support its aims**.

Task 2 – Market research methods

Investigate the **primary and secondary** research methods used by the selected for-profit enterprise in Task 1 and the information this provides the enterprise on customer needs and competitor behaviour.

Task 3a – PEST analysis

Carry out research on the external political, economic, social and technological factors affecting the selected for-profit enterprise and the internal strengths and weaknesses of the selected enterprise.

Produce a report that recommends actions the selected enterprise could take based on the research undertaken on the following external factors affecting the selected enterprise:

- political
- economic
- social
- technological.

Task 3b – SWOT analysis

Produce a report that explores the strengths, weaknesses, opportunities and threats faced by the selected enterprise based on the research undertaken and your understanding of the selected enterprise from Tasks 1, 2 and 3a. Your report should consider the following factors affecting the selected enterprise:

- strengths
- weaknesses
- opportunities
- threats.

Component 2

Enterprise

COMPONENT 2: Planning and Presenting a Micro-Enterprise Idea Pearson Set Assignment

The assignment will take approximately 6 hours of monitored preparation and 7 supervised hours to complete.

This is divided into approximately:

- 4 hours of monitored preparation and 5 hours of formal supervision to complete Task 1
- 2 hours of monitored preparation and 2 hours of formal supervision to complete Task 2.

Vocational context

You have thought about becoming an entrepreneur and now is your chance to prove your entrepreneurial skills! You will need to be creative and come up with **two** new and exciting ideas for your own micro-enterprise activity.

Your ideas must come from **at least one** of the following categories:

- animal and horticulture
- hair and beauty
- lifestyle.

Your ideas must meet the following requirements:

- fit within **at least one** of the categories above
- be within the budget of £50 (this does not need to be repaid and you must be able to start and run your micro-enterprise idea using this amount)
- be appropriate for a 14–16 year old to carry out.

This assignment will help you choose **one** of your ideas, plan for the **one** idea you have chosen and then review it.

Component 2

Task 1a – Choosing an idea

Task 1b – Planning your chosen micro-enterprise idea

Task 2a – Presenting your business plan

Task 2b – Reviewing the presentation

Component 3

January year 11

Traditional 2 hour promotion and finance exam

A Promotion
A1 Elements of the promotional mix and their purposes
A2 Targeting and segmenting the market
A3 Factors influencing the choice of promotional methods
B Financial records
B1 Financial documents
B2 Payment methods
B3 Sources of revenue and costs
B4 Terminology in financial statements
B5 Statement of comprehensive income
B6 Statement of financial position
B7 Profitability and liquidity
C Financial planning and forecasting
C1 Using cash flow data
C2 Financial forecasting
C3 Suggesting improvements to cash flow problems
C4 Break-even analysis and break-even point
C5 Sources of business finance