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| **Topic Area** | **Specification links** | **Resources (K,V,A)****K= kinaesthetic, v=visual, a= auditory** | **Homework and classroom assessment** | **Functional Skills (Eng, ICT,Maths)** | **Approx. hours** |
| Introduction | What is a business? | Introduction to business power point (V)Colour coding needs and wants activity(K)Colour coding public and private sector activity (K) | Introduction to business homework task |  | **1** |
| Operations | 1.3 Objectives for start ups1.1. What options exists for starting up a small business1.4 Importance of limited liability1.4. Start-up legal and tax issues3.2 Effective customers service1.4 Effective on time delivery and customer satisfaction 3.2 Meeting consumer protection laws3.2. Design and research development3.2. Managing stock and quality3.2. Cost effective operations and competitiveness.  | Power point on business aims and objectives (V)Birchfield computer resource – Company growth section (V, A)Birchfield computer resource – Types of ownership (V,A)Working lunch video 8 – Franchises (V,A)Woking lunch video 6 – Green thumb – franchise (V,A)PowerPoint on location (V)Location project - Mrs Duguid Wins the Lottery (K)Working lunch video 6 – The met office(V,A) | Mrs Duguid Wins the lottery activityRating location activityRon Rust Letter | Pupils prepare and present power point presentations for location project.( ICT & Eng) |  |
| Marketing | 3.1.Marketing3.1 Market Research1.1 Understanding customer needs. 1.4 Customer Focus1.1 Market Mapping1.1. Analysing competitor strengths and weaknesses1.1. Understanding need to add value1.1 Marketing mix3.1Building a successful marketing mix3.1. Product trail and repeat purchase3.1 Product Life Cycle3.1. Branding and differentiation | Market segmentation tasks (V)Customer needs task (V&K)Power point on Market Research (V)Market Research project (K)Focus group (K) | Grace and Peter case study question | Pupils use the internet to carry out secondary research, create questionnaire using word and analyse findings using spreadsheet packages (ICT, MATHS & ENG)Create promotional material for a small business using presentation software (ICT & ENG) |  |
| Finance | 1.3 Estimating revenues, costs and profit1.3 Forecasting cash flow3.3.How to improve cash flow3.3. How to improve profit3.3. Breakeven charts and breakeven analysis1.3. Obtaining finance3.3. Financing growth | Powerpoint on key terms (V)Calculating profit and loss examples (K)Example of cash flow (V)Creating cash flows (K) | Breakeven WorksheetsCash flow Worksheets | Pupils create cash flow forecasts using spreadsheets and understand how to use formulae to create and update these (ICT & Maths) |  |
| People | 1.4 Recruiting, training and motivating staff3.4 Motivation theory3.4 Communication3.4 Organisational Structure3.4. Remuneration | Video clip on shared area from The office(V,A)Power point on Recruitment(V,A)Recruit activity (K) | Person Spec and Job Description Worksheets | Creation of job adverts using presentation software (ICT & Eng) |  |
| Enterprise | 1.2.What is enterprise1.2. Thinking creatively1.2. What questions do entrepreneurs ask?1.2. Invention and innovation1.2. Taking calculated risks1.2. Other important enterprise skills1.3. Qualities shown by entrepreneurs | Talks from Rotary club business owners (V,A)Video clips of entrepreneurs on shared areas (V,A)Birchfield computer resource – What is a business section?Dragons Den Video and dragons den activity (K,V,A)SIM Venture game (K)Entrepreneur Skills Quiz (K) |  |  |  |
| External Environment | 1.5 Market demand and supply1.5. Impact of changes on interest rates on small business1.5. Impact of change on exchange rates1.5. How does business cycle effect small businesses1.5. What effect do business decisions have on stakeholders3.5 Ethics in business3.5. Environmental issues3.5. Economic issues affecting international trade3.5 The impact of the EU |  |  |  |  |

Information highlighted in green indicates areas were we address gender issues within the scheme of work

Information highlighted in pink indicates differentiated worksheets (scaffolding provide for weaker students)