



Year 10 topic: Investigating small businesses	Detail	Year 11 topic: Building a business	Detail
1.1 Enterprise and entrepreneurship	1.1.1 Dynamic nature of business 1.1.2 Risk and reward 1.1.3 The role of business enterprise	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 Business ethics
1.2 Spotting a business opportunity	1.2.1 Customer needs 1.2.2 Market research 1.2.3 Market segmentation 1.2.4 The competitive environment	2.2 Making marketing decisions	2.2.1 Product 2.2.2 Price 2.2.3 Promotion 2.2.4 Place 2.2.5 Using the marketing mix to make business decisions
1.3 Putting a business idea into practise	1.3.1 Business aims and objectives 1.3.2 Business revenue, cost and profit 1.3.3 Cash and cash-flow 1.3.4 Sources of business finance	2.3 Making operational decisions	2.3.1 Business operations 2.3.2 Working with suppliers 2.3.3 Managing quality 2.3.4 The sales process
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 planning	2.4 Making financial decisions	2.4.1 Business calculations (gross net profit margin and average rate of return) 2.4.2 Understanding business performance
1.5 Understanding external influences on business	1.5.1 Business stakeholders 1.5.2 Technology in business 1.5.3 Legislation and business 1.5.4 The economy and business 1.5.5 External influences on business	2.5 Making human resource decisions	2.5.1 Organisational structures 2.5.2 Effective recruitment 2.5.3 Effective training and development 2.5.4 Motivation in the workplace