

# Long Term Plan: Business studies year 11 (NQF Business)

	W/B 10/09	W/B 17/09	W/B 24/09
	<b>Unit 1: Enterprise in the busi</b>		
Term 1	<p>Topic A.1 Finding information</p> <ul style="list-style-type: none"> <li>• Sources of information, e.g. broadsheet and local newspapers, professional and trade journals, websites, business networking organisations</li> <li>• Reliability of sources and bias and currency of information</li> </ul>	<p>Topic A.2 Factors to consider in the current business environment</p> <ul style="list-style-type: none"> <li>• National factors – political issues, level and type of government support for business, taxation, the economy, e.g. level of employment, inflation, exchange rates, cost of loans</li> <li>• Local factors – location of business, requirements for resources, e.g.</li> </ul>	<p>Topic A.3 Trends affecting business</p> <ul style="list-style-type: none"> <li>• Social trends, e.g.: <ul style="list-style-type: none"> <li>o population changes, increasing life expectancy</li> <li>o households and families, e.g. more couples cohabiting</li> <li>o education, e.g. increasing achievements at GCSE</li> <li>o labour market, e.g. increase in flexible working</li> <li>o increasing travel for work, e.g. longer commutes to work</li> </ul> </li> </ul> <p>Topic A.3 Trends affecting business</p> <ul style="list-style-type: none"> <li>• Social trends, e.g.: <ul style="list-style-type: none"> <li>o population changes, increasing life expectancy</li> <li>o households and families, e.g. more couples cohabiting</li> </ul> </li> </ul>
		W/B 07/01	W/B 14/01
	<b>Learning aim B: Plan an idea for a new bus</b>		
Term 2	<p>Topic B.1 How business ideas can be successful</p> <ul style="list-style-type: none"> <li>• Finding innovative solutions, e.g. Dyson</li> <li>• Meeting customer needs, e.g. products or services, filling a gap, doing it better than competitors</li> <li>• Identifying new needs, e.g. mentoring and coaching, using digital media (such as social networking websites)</li> <li>• Continuing to meet established customer needs, e.g. adapt when gap in provision, review and improve provision</li> <li>• Being entrepreneurial – ideas of recent entrepreneurs, e.g. Tanya Budd, Rose Grimond, Mark Zuckerberg</li> <li>• Importance of having a strong vision and seeing it through, e.g. Apple</li> <li>• Measures of success, e.g. financial, social, customer satisfaction</li> </ul>	<p>Topic B.2 Business ideas</p> <ul style="list-style-type: none"> <li>• Researching the market and identifying gaps or opportunities</li> <li>• Selecting a product or service</li> <li>• Targeting customers, e.g. by age, location, interests, concerns</li> <li>• How a selected product or service will meet the need or demand of targeted customers</li> <li>• Difference between ‘benefits’ and ‘features’ of a product or service</li> </ul>	<p>Topic B.3 Assessing the suitability of a business idea</p> <ul style="list-style-type: none"> <li>• Estimating resources required to develop ideas, including: <ul style="list-style-type: none"> <li>o own time, others’ time, skills and areas of expertise</li> <li>o personal commitment</li> <li>o finance, premises, materials, equipment</li> </ul> </li> <li>• Selecting the most appropriate idea</li> <li>• Likelihood of success or failure, e.g. access to prospective customers, existing demand, estimating profitability</li> <li>• Identification of major barriers for a start-up business, e.g. large start-up costs, cash flow, licences, competitors</li> </ul>

	W/B 29/04	W/B 06/05	W/B 13/05
	<b>Assessment</b>		
Term 3	1C.5 Outline the choice of format selected for a business start-up. 1C.6 Present, with guidance, a business model for a business start-up.	2C.P5 Explain the reasons for the choice of format selected for a business start-up. 2C.P6 Present a realistic business model for a business start-up.	2C.M5 Present a realistic business model for a business, explaining how the format and business model will enable it to carry out its activities successfully.

W/B 01/10	W/B 08/10	W/B 15/10	W/B 29/10	W/B 05/11	W/B 12/11	W/B 19/11	W/B 26/11
<b>Business world</b>			<b>Assessment</b>				
<p>Topic A.3 Trends affecting business</p> <ul style="list-style-type: none"> <li>• Technology trends, e.g. increasing use of information technology, telephony and web developments</li> <li>• Environmental trends, e.g. increase in renewable energy and recycling</li> <li>• Ethical trends – ethical concerns of potential customers, e.g. carbon footprint, sources of timber, child labour, inadequate pay, animal welfare, identification of values of an organisation and ethical codes to address ethical</li> </ul>	<p>Topic A.4 Size of business and type</p> <ul style="list-style-type: none"> <li>• Micro business – up to 9 staff</li> <li>• SMEs (small and medium enterprises): <ul style="list-style-type: none"> <li>o small enterprises – between 10 and 49 staff</li> <li>o medium enterprises – between 50 and 249 staff</li> </ul> </li> <li>• Large business – more than 250 staff</li> <li>• Start-ups and existing businesses</li> </ul>	<p>1A.1 Identify factors of the business environment that can impact on a start-up business.</p>	<p>1A.2 Identify current trends that may impact on a start-up business.</p>	<p>2A.P1 Outline how the business environment can impact on a start-up business.</p>	<p>2A.P2 Explain how current trends will impact on a start-up business. *</p>	<p>2A.M1 Explain how changes in the current business environment are likely to impact on a start-up business.</p>	
W/B 21/01	W/B 28/01	W/B 04/02	W/B 11/02	W/B 25/02	W/B 04/03	W/B 11/03	W/B 18/03
<b>Business</b>	<b>Assessment</b>		<b>Learning aim C: Present a business model for</b>				
<p>Topic B.4 Producing an initial plan for a business idea</p> <ul style="list-style-type: none"> <li>• Producing a plan, including: <ul style="list-style-type: none"> <li>o a rationale for a realistic idea, including vision and concept</li> <li>o supporting evidence, e.g. possible customers, possible routes to market, strategy for dealing with competitors, ideas for financing, ideas for implementation</li> </ul> </li> </ul>	<p>1B.3 Identify the features of successful businesses. 1B.4 Prepare an initial plan for a business idea for the local area. 2B.P3 Describe, using relevant examples, the features of successful businesses. 2B.P4 Prepare a realistic initial plan for a business idea suitable for the local area.</p>	<p>2B.M3 Compare the features, strengths and weaknesses of two successful businesses. 2B.M4 Explain how the initial plan for a business idea has the potential to respond to market needs. 2B.D2 Justify how the initial plan for a business idea has potential for success in relation to existing local businesses.</p>	<p>Topic C.1 Choice of format</p> <ul style="list-style-type: none"> <li>• Definition, features, advantages and disadvantages of the following formats: <ul style="list-style-type: none"> <li>o sole trader</li> <li>o partnership</li> <li>o limited company</li> <li>o public limited company (plc)</li> <li>o social enterprise</li> </ul> </li> </ul>	<p>Topic C.2 Sources of help and support in developing a new business</p> <ul style="list-style-type: none"> <li>• Sources of help, e.g. finance (bank manager), start-up capital (selling shares to family members, Prince’s Trust), research (other businesses), independent advice (Business Link)</li> <li>• Support networks, e.g. Chambers of Commerce, trade associations, professional bodies, friends and family, charities and voluntary organisations</li> </ul>	<p>Topic C.3 Business model</p> <ul style="list-style-type: none"> <li>• Definition of a business model – shows how a business aims to generate revenue and make a profit from operations: the model includes the components and functions of business, as well as revenues it generates and expenses it incurs</li> </ul>	<p>Topic C.3 Business model</p> <ul style="list-style-type: none"> <li>• Components of a business model, including: <ul style="list-style-type: none"> <li>o results of researching the market, including identifying potential customers (businesses or individual consumers) and competitors</li> </ul> </li> </ul>	<p>Topic C.3 Business model</p> <ul style="list-style-type: none"> <li>o goods or services – make or buy</li> <li>o means of delivering to customer, e.g. internet only, franchise, direct sales</li> <li>o business aims – the long-term visions or goals</li> </ul>

W/B 20/05	W/B 03/06	W/B 10/06	W/B 17/06	W/B 24/06	W/B 01/07	W/B 08/07	W/B 15/07
2C.D3 Present a realistic business model for a business, explaining how the format and supporting evidence justifies the initial business idea.							

For information on assessments see additional assessment guidance



W/B 03/12	W/B 10/12	W/B 17/12
2A.M2 Compare how two trends have impacted on a start-up business. *	2A.D1 Assess the current risks, opportunities and trends in the business environment for a start-up business. *	2A.D1 Assess the current risks, opportunities and trends in the business environment for a start-up business. *
W/B 25/03	W/B 01/04	W/B 08/04
<b>r a business start-up</b>		
Topic C.3 Business model o business objectives – measurable targets to help achieve the overall aims of a business, importance of making objectives SMART (specific, measurable, achievable, realistic and time-related)	Topic C.3 Business model o stakeholders and their influence on the business, e.g. owners, employees, customers, financiers, suppliers, local community	Topic C.3 Business model o finances and costs for start-up o providing evidence to justify why the idea will succeed

