

<u>Year</u>	<u>Topics</u>	<u>Why taught in this order</u>	<u>Key skills practiced</u>
10	Theme 1 – Investigating small businesses <ul style="list-style-type: none"> • Topic 1.1 – Enterprise & entrepreneurship • Topic 1.2 – Spotting a business opportunity • Topic 1.3 – Putting a business idea into practice • Topic 1.4 – Making the business effective • Topic 1.5 – Understanding external influences 	The themes build on top of each other. For example: Understanding of Topic 1.1 is needed before the teaching of Topic 1.2 as customer needs is introduced in topic 1.1 and then applied further in topic 1.2 when developing marketing and the importance of businesses to meet the needs of their customers.	Exam technique Drawing and developing key language Developing knowledge and understanding. Application of knowledge and understanding
11	Theme 2 – Building a business <ul style="list-style-type: none"> • Topic 2.1 – Growing the business • Topic 2.2 – Making marketing decisions • Topic 2.3 – Making operational decisions • Topic 2.4 – Making financial decisions • Topic 2.5 – Making human resource decisions 	The topics in Theme 2 build on the knowledge and understanding gained by students throughout Year 10. They are at an age where understanding is greater and they have the skills to deepen and apply knowledge to a greater level. They are taught in topic order 1 to 5 as each area can interlink to past understanding gained in Theme 1 (Year 10) and then link into subsequent topic areas within the theme. For example understanding from topic 1.2 – spotting a business opportunity is re visited and drawn upon when covering the content in topic 2.2 – Making marketing decisions, this then links into topic 1.4 – Making the business effective, when looking at the marketing mix, which requires this understanding when covering the content in topic 2.2 - Making marketing decisions which covers the 4 P's in depth and detail.	Exam technique Drawing and developing key language Developing knowledge and understanding. Application of knowledge and understanding to exam questions with and without context.