

Business Big Ideas	Y10	Y11	Y12	Y13
<b>How Businesses Grow and Develop</b>	Students will need to understand how businesses grow. What are the methods of expansion and how might businesses benefit from economies of scale? How might objectives change with growth?	Students will understand how technology can help a business grow. From e-commerce helping to reach new markets, to achieving efficiencies in production, students need to be able to explain how businesses can expand.	Students build on their understanding of how ownership structure and objectives change as businesses develop. They will need to be able to analyse the relationship between growth and the functions of a business.	Students will need to evaluate the strategic direction and market position businesses take and be able to apply specific models. They will need to assess the impact of a change in scale including internationalisation, and how businesses manage change and organisational culture.
<b>Producing and Providing Goods and Services</b>	Students need to understand the four factors of production required to produce goods and services and which sectors do they operate in.	Students identify what the main methods of production are and how they improve the performance of a business? Students will also need to understand how a business manages their stock in the most efficient way?	Students will need to be able to calculate the four main methods used by businesses to determine their operational performance?. How does a business use this data to improve its efficiency, production and quality? Students will need to analyse how to improve performance through operational decisions.	Students will evaluate how a business innovates to ensure it is competitive in its production processes? What strategic planning tools do they use to ensure they meet their production targets? How will changes in the external environment impact on the supply and availability of goods?
<b>Marketing a Business</b>	Students need to understand the purpose of marketing and how a business identifies customer needs. They need to know how a business might use the 4 P's to ensure success	Students investigate the importance of external factors such as ethics, environment, technology and sustainability upon the marketing of a business.	Students analyse the marketing process and analyse how business make decisions based on the 7P's in order to improve performance	Students evaluate how a business decide their strategic direction and what factors affects their strategic positioning. Students will be making links between marketing and internal and external factors.
<b>Managing People in Businesses</b>	Students will understand the way businesses recruit and retain staff, including how to motivate staff. Students will need to understand how employees are placed into structures and how businesses help to develop them through training.	Students will build on their understanding from Year 10 by explaining how employees can be affected by legislation and business ethics.	Students will need to analyse the role of managers and the impact leadership styles can have on employees and the performance of a business, including calculations for labour productivity and turnover. Students will also analyse how businesses improve organisational design, manage the HR flow and improve motivation.	Students will assess how HR data can be used to assess the strengths and weaknesses of a business. They will evaluate the impact changes in the political, legal, economic, social and technological environment will have on the labour market and employees.
<b>Business Finance</b>	Students understand the role of finance in business planning, including how they will raise finance. Students investigate the different types of costs business face and understand the concepts of revenue and profit/loss.	Students will understand the different sources of finance that businesses could access. Students will also need to complete and interpret a range of financial tools and techniques such as cash flow, the income statement and break-even analysis.	Students will analyse how financial decisions can affect business performance. This will include building on their understanding of sources of finance, financial models and tools and the difference between, and how to improve, cash flow and profit.	Students will evaluate the internal position of a business through the calculation and interpretation of a range of financial ratios. Students will also analyse the strategic options of businesses using investment appraisal techniques.
<b>Business Strategy</b>	What are the aims and objectives of a business? How does a business plan to ensure its success? Who do they communicate their strategies to?	Identify and analyse the factors such as interest rates and the environment in influencing the success of a business and their plans / strategies	Apply, using the Mendelow matrix, who are the most important stakeholders and how strategies should be communicated to them. Analyse how the external environment factors impacts the success of strategies and business planning	An understanding of strategic implementation. Evaluate the problems of strategic drift and other issues when implementing strategy. Evaluate how strategic planning tools such as contingency plans can overcome these problems