

# Subject Learning Journey - Business Studies (New Year 9)

Features of Businesses, Stakeholders and Impact, Organisational Structure, Purpose, Aims & Objectives

Situational Analysis Including PESTLEE, SWOT, Porter's Five Forces, 5C's Analysis

Market Structure, Supply, Demand and Price

Innovation and Enterprise



Business Studies



Extended Marketing Mix &Ps, Campaign, Product Lifecycle

Market Research, Analysis, Data Collection, Sampling and Evaluation

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Exam: Unit 22 Amendments

Personal and Business, Managing Personal Finance, Personal Finance Sector, Purpose of Accounting, Sources of Business Finance, Break-even and Cashflow forecast, Statements of Financial Position and Income. Profitability Ratios and Analysis

Market Research, Analysis, Data Collection, Sampling

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Exam Comp 3

Business Plan and Pitching Enterprise Idea

Component 2 Assessment

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Target Markets, Market Segmentation, Types of Market and Factors Influencing Markets

Marketing Activities and the Marketing Mix

Finance and Financial Records, Statement of Financial Position, Statement of Comprehensive Income, Turnover and Profit, Assets and Liabilities, Profitability Ratios

Sources of Finance Internal and External, Cash Flow Forecast, Revenue and Cost, Break Even Analysis, Financial Terms

Identify Target Market, Methods of Communication and Promotion for Enterprise Idea

Ideas for Micro Enterprise

Component 1 Assessment

Impact of Internal and External Influences, PEST and SWOT

Exploring Impact of Market Research on Enterprise

Characteristics of Entrepreneurs Including Mind-set and Skills

Examining the Characteristic of an Enterprise Including a Range of Goods and Services

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Introduction to the Characteristics of Enterprises, Including Purpose and type, SMART Objectives

Introduction to Entrepreneurship

Introduction to Market Research

Introduction of Internal and External Influences SWOT and PEST