

Fareham Academy Business & Enterprise Overview – Year 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic(s)	UNIT 1: LEARNING OUTCOME 1: Investigate entrepreneurship, business organisation and the importance of stake holders	UNIT 1: LEARNING OUTCOME 1: Investigate entrepreneurship, business organisation and the importance of stake holders	UNIT 1: LEARNING OUTCOME 2: Investigate the marketing mix, market research, market types and orientation types	UNIT 1: LEARNING OUTCOME 2: Investigate the marketing mix, market research, market types and orientation types	UNIT 1: LEARNING OUTCOME 3: Investigate operations management	UNIT 1: LEARNING OUTCOME 3: Investigate operations management
Topic Objectives	Entrepreneurs, motivations, characteristics and skills. Skills and characteristics of an entrepreneur. Financial aims and objectives.	Non-Financial aims and objectives. Liabilities. Legal Structures: - Sole Trader - Partnership - Limited Company - Franchise	Organisational structures. Restructuring.	Product Life Cycle. Boston Matrix. Marketing Mix: - Price - Place - Product - Promotion	Market Research. Market types. Market orientation.	Outsourcing. Methods of production. Quality assurance.
Acquired Knowledge/Skills	Define an entrepreneur. Justify 3 types of motivation. Discuss the skills and their importance. Identify and develop financial aims.	Identify and develop non-financial aims. Describe limited and unlimited liability. Justify the use of each type of business ownership.	Analyse different types of organisational structure. Identify methods to change the structure of a business.	Describe the different stages of the product life cycle. Understand the use of the Boston Matrix. Analyse each aspect of the marketing mix.	Analyse different methods of market research. Identify different types of market.	Understand the use of outsourcing. Analyse the different methods of production. Discuss the different types of quality assurance.
Assessments		End of term assessment - Covering all aspects from Unit 1 Learning Outcome 1 Written assessment		End of term assessment - Covering all aspects from Unit 1 Learning Outcome 2 Written assessment		End of term assessment - Covering all aspects from Unit 1 Learning Outcome 3 Written assessment