



		KS4 Business Studies					
		Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
		Cambridge Nationals Enterprise and Marketing J837					
Year 10		R068 Coursework Task 1: Market research R068 Coursework Task 2: Identify customer profile	R068 Coursework Task 2: Identify customer profile	R068 Coursework Task 3: Produce a design proposal R068 Coursework Task 4: Develop a product proposal	R068 Coursework Task 5: Financial Viability R068: Coursework Task 6: Review factors that may effect the success of the business	R069 Coursework Task 1: Develop a brand	R069 Coursework Task 2: Create a promotional campaign
Year 11		R069 Coursework Task 3 Develop a pitch for your proposal R069: Coursework task 4: Pitch your proposal	R069 Coursework Task 4: Reflect on your pitch and proposal R067 TA1: Characteristics, risk and reward for enterprise	R067 TA2: Market research to target a specific customer R067 TA3: What makes a product financially viable	R067 TA4: Creating a marketing mix to support a product R067 TA5: Factors to consider when starting up and running an enterprise	R067: Revision	
		Edexcel GCSE Business Studies					
Year 10	<b>Theme 1: Investigating Small business</b>	Theme 1: 1.1 Enterprise and entrepreneurship	Theme 1: 1.2 Spotting business opportunity	Theme 1: Putting a business idea into practice	Theme 1: 1.4 Making the business effective	Theme 1: 1.5 Understanding external influences on business	Theme 2: 2.1 Growing the business
Year 11	<b>Theme 2: Building a business</b>	Theme 2: 2.2 Making marketing decision	Theme 2: 2.3 Making operational decisions	Theme 2: 2.4 Making financial decisions	Theme 2: 2.5 Making human resource decisions	Revision	