

Year 10	T1	T2	T3	T4	T5	T6
Content / Topic for Term	Topic 2.1 – Growing the business Theme 1 recap – Topic 1.1 Enterprise and entrepreneurship	Topic 2.1 – Growing the business Theme 1 recap – Topic 1.2 Spotting a business opportunity	Topic 2.2 – Making marketing decisions Theme 1 recap – Topic 1.3 Putting a business idea into practice	Revision and examination technique Topic 2.2 – Making marketing decisions	Topic 2.3 – Making operational decisions Topic 1 recap – Topic 1.4 Making the business effective	Topic 2.3 – Making operational decisions Topic 1 recap – Topic 1.5 Understanding external influences
Key Knowledge for acquisition, recall and application in assessment or exam	<ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives • Business and globalisation • Ethics, the environment and business • The dynamic nature of business • Risk and reward • The role of business enterprise 	<ul style="list-style-type: none"> • Business growth • Changes in business aims and objectives • Business and globalisation • Ethics, the environment and business • Customer needs • Market research • Market segmentation • The competitive environment 	<ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions • Business aims and objectives • Business revenues, costs and profits • Cash and cash-flow • Sources of business finance 	<ul style="list-style-type: none"> • Product • Price • Promotion • Place • Using the marketing mix to make business decisions 	<ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process • Options for start-up and small businesses • Business location • The marketing mix 	<ul style="list-style-type: none"> • Business operations • Working with suppliers • Managing quality • The sales process • Business stakeholders • Technology and business • Legislation and business • The economy and business • External influences

Key skills to apply in assessment or exam	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss 	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain • Calculate • Complete the table <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss 	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain • Calculate • Complete the table <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss • Apply to a range of contexts <p>AO3</p> <ul style="list-style-type: none"> • Justify 	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain • Calculate • Complete the table <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss • Apply to a range of contexts <p>AO3</p> <ul style="list-style-type: none"> • Justify • Evaluate • Analyse 	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain • Calculate • Complete the table <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss • Apply to a range of contexts <p>AO3</p> <ul style="list-style-type: none"> • Justify • Evaluate • Analyse • Make judgements • Draw conclusions 	<p>AO1</p> <ul style="list-style-type: none"> • Define • Give • State • Identify • Outline • Explain • Calculate • Complete the table <p>AO2</p> <ul style="list-style-type: none"> • Analyse • Discuss • Apply to a range of contexts <p>AO3</p> <ul style="list-style-type: none"> • Justify • Evaluate • Analyse • Make judgements • Draw conclusions
Title of Knowledge Organiser	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p>	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p>	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p> <p>Topic 2.2</p>	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p> <p>Topic 2.2</p>	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p> <p>Topic 2.2</p>	<p>Topic 1.1</p> <p>Topic 1.2</p> <p>Topic 1.3</p> <p>Topic 1.4</p> <p>Topic 1.5</p> <p>Topic 2.1</p> <p>Topic 2.2</p>

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