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| **What will we be learning?**  Businesses in the real world | **Why this? Why now?**  Looking at the very beginning of starting a business. These are core Business concepts that need to be understood so they can be used across the whole specification and so they are aware of the impact business has on the four functional areas. | **Key Words:**  Customer  Consumer  Entrepreneur  Enterprise  Inflation  Interest rates  Sole trader  Liability  Stake holders  Aims  Objectives  Business plan  Market share  Dividends  Location  Imports  Revenue  Total costs  Fixed costs  Internal growth  External growth |
| **What will we learn?**  Looking at the reasons why someone might choose to start a business  Types of businesses that exist  Setting business aims and objectives  Measuring how successful the business is  How a business can grow and expand  How location can affect a business  Different stakeholders that have in interest in a business  Why businesses want to expand | |
| **What opportunities are there for wider study?**  Students review and discuss current news articles which relate to current topics and they can consider the practical application of business concepts by reviewing and discussing a range of news and video articles. The wider study provides the opportunity for students to explore theories and concepts in real business settings. | |
| **How will I be assessed?**  Summary questions  Case studies  End of topic test – summative assessment | |