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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:**CustomerConsumerEntrepreneurEnterpriseInflationInterest ratesSole traderLiabilityStake holdersAimsObjectivesBusiness planMarket shareDividendsLocationImportsRevenueTotal costsFixed costsInternal growthExternal growth |
| **What will we learn?**Looking at the reasons why someone might choose to start a businessTypes of businesses that existSetting business aims and objectivesMeasuring how successful the business isHow a business can grow and expandHow location can affect a businessDifferent stakeholders that have in interest in a businessWhy 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 questionsCase studiesEnd of topic test – summative assessment |