



Year
13

Year 13

Working in business, business documents, Prioritising business tasks,
How to communicate effectively with different stakeholders.
Customers and Communication
Introduction to Human Resources

Beyond
Lipson

Year
12

Year 12

Understanding Different Types of businesses, understanding Functional Areas.
Understanding financial information
Stakeholders
Business Planning, Business Performance
Marketing and Market Research
Customers and Communication

Year
11

Year 11

Aims & Objectives
SWOT Analysis
Marketing Analysis: Target Markets, Industry Profile, Competitive Environment.
Marketing: Product, Place, Price, Promotion
People and operations
Financial Planning

Year
10

Year 10

Entrepreneurship, , types of businesses, stakeholder
Marketing Mix ,Market Research and Markets
Operations Management (production)
Customer Service and Internal Influences and Challenges of Growth
External Influences
Challenges of Growth

KS3

KS3

Economic Wellbeing & the world of work-Citizenship KS3.
Understanding data collection & management-ICT KS3.
Creating a website- ICT KS3.

Business Pathway

