

Learning Journey for Business Studies 2026/27



Year 10	Autumn	Spring	Summer
	1. Enterprise and entrepreneurship 2. Business ideas and customer needs 3. Market research 4. Market segmentation 5. Competitive environment	1. Spotting a business opportunity 2. Putting a business idea into practice 3. Business aims and objectives 4. Revenue, costs and profit 5. Cash flow and sources of finance	1. Making the business effective 2. Business ownership and location 3. Marketing mix and business plans 4. 1.5 External influences on business 5. Stakeholders, technology and economy

Year 11	Autumn	Spring	Summer
	1. Growing the business 2. Internal and external growth 3. Making marketing decisions 4. Marketing mix and product 5. Pricing, promotion and place	1. Making operational decisions 2. Production processes and quality 3. Making financial decisions 4. Business calculations 5. Interpreting financial performance	1. Making human resource decisions 2. Organisational structures 3. Recruitment, training and motivation 4. Theme 1 and Theme 2 revision 5. Paper 1 and Paper 2 exam practice

CONCEPTS

Enterprise and entrepreneurship • Customer needs and market research • Market segmentation and the marketing mix • Business aims, objectives and ownership • Revenue, costs, profit and cash flow • Sources of finance • Business location and stakeholders • External influences and business risks • Business growth and economies of scale • Product, pricing, promotion and distribution • Production, quality and customer service • Organisational structures, recruitment, training and motivation • Analysis, evaluation and justified business decisions