

Year 10 – September - October

Week 1	<ul style="list-style-type: none"> - To introduce the students to the course - To introduce the students to academic reading and case studies in Business studies 	<ul style="list-style-type: none"> - To understand the business environment within Keighley - To explore the nature of a small local business within Keighley 	<ul style="list-style-type: none"> - To explore the nature of a small local business within Keighley
Week 2	<ul style="list-style-type: none"> - To explore the nature of a small local business within Keighley 	<ul style="list-style-type: none"> - To explore the nature of a small local business within Keighley 	<ul style="list-style-type: none"> - To explore the nature of a small local business within Keighley
Week 3	<ul style="list-style-type: none"> - To understand why new business ideas come about - To understand how new business ideas come about - To introduce the use of case study inference 	<ul style="list-style-type: none"> - To understand why new business ideas come about - To understand how new business ideas come about - To introduce the use of case study inference 	<ul style="list-style-type: none"> - To understand the risks that entrepreneurs take when starting / running businesses - To introduce the concept of limited Liability (further covered in 1.4.1)
Week 4	<ul style="list-style-type: none"> - To understand the risks that entrepreneurs take when starting / running businesses - To introduce the concept of limited Liability (further covered in 1.4.1) 	<ul style="list-style-type: none"> - To understand the rewards that entrepreneurs gain when starting / running their own businesses - To practice the skill of case study inference 	<ul style="list-style-type: none"> - To understand the purpose of businesses
Week 5	<ul style="list-style-type: none"> - To understand the difference between needs and wants 	<ul style="list-style-type: none"> - To analyse the needs and wants of customers based on quantitative and qualitative data - To practice the skill of case study inference 	<ul style="list-style-type: none"> - To understand the characteristics displayed by entrepreneurs
Week 6	<ul style="list-style-type: none"> - To apply and analyse the key characteristics that different entrepreneurs have displayed and their importance on the success of the business. 	<ul style="list-style-type: none"> - To understand the business concept of added value & the benefit of adding value to businesses - To apply this knowledge to different business situations 	<ul style="list-style-type: none"> - To understand the business concept of added value & the benefit of adding value to businesses - To apply this knowledge to different business situations
Week 7	<ul style="list-style-type: none"> - PAZ week 	<ul style="list-style-type: none"> - PAZ week 	<ul style="list-style-type: none"> - PAZ week
Week 8	<ul style="list-style-type: none"> - To introduce the purposes of market research - Through the use of a case study analyse the use of the quantitative and qualitative data given 	<ul style="list-style-type: none"> - To introduce the different types of market research 	<ul style="list-style-type: none"> - PAZ review